

Analysis of Voter Attitudes and Preferences in Croatia – 3rd Wave

Pripremljeno za: IRI
Pripremio: Puls – Dragan Bagić
Datum: October, 2003.

Table of Contents

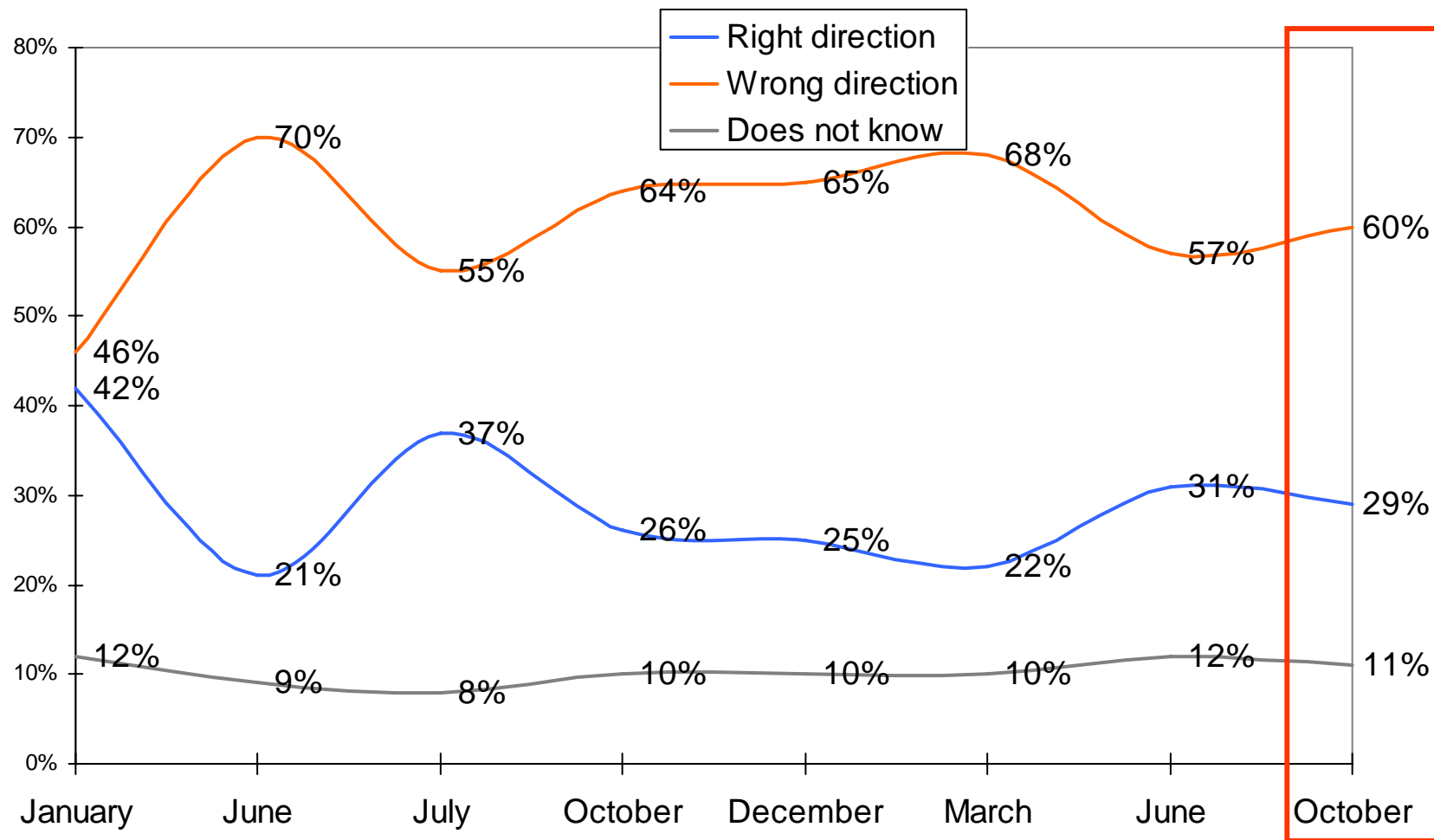
- Research methodology
- How optimistic/pessimistic are the people?
- Evaluation of state institutions and officials' performance
- Interest in the upcoming elections
- Rating of political parties
- The criteria for choosing a party
- Preferences of undecided voters
- Perception of leading politicians and parties
- What do people perceive as the main priorities?

Research Methodology

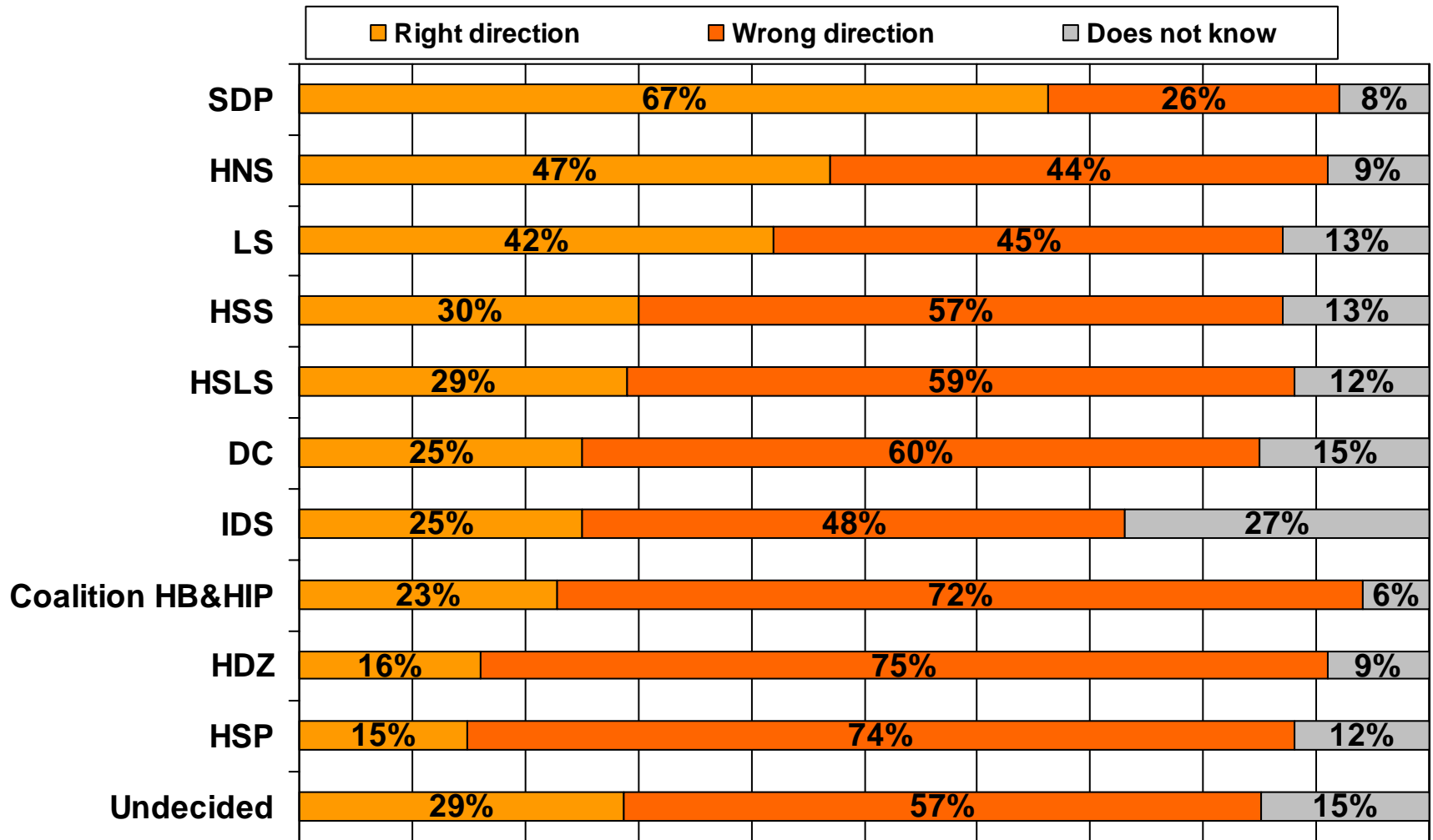
- The research was conducted using the individual interview method in respondents' homes.
- The research was conducted on the sample of 4000 citizens of RH over 18 years of age, 400 per constituency.
- A two-leveled stratificated random sample (proportional representation by constituencies and according to the size of places) was used.
- Random sample was ascertained through several steps:
 - Random choice of places of specific size
 - Random choice of households by using the random walk method (from the starting point, interviewer goes to every sixth household on the right side of the street)
 - Use of tables for random choice of respondents in the household
- Possible deviations from the sample are corrected by additional pondering
- The research was conducted in the period September 8-29, 2003.
- For questions dealing with party preferences, the method of secret ballot was used.

“Right – Wrong Direction” – Year 2002 & 2003

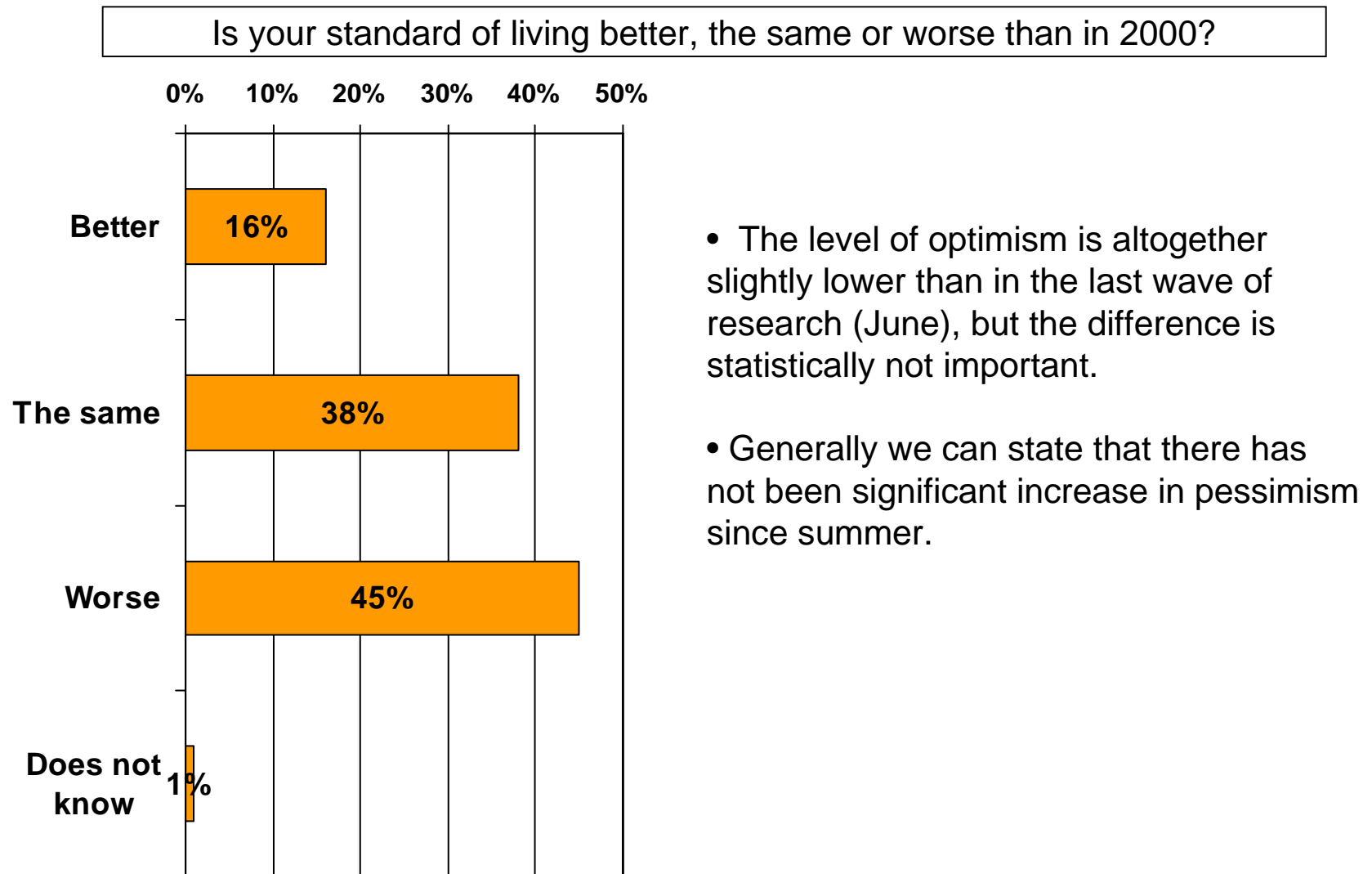
Do you think that things in Croatia are going in the right or wrong direction?



“Right – Wrong Direction” – According to Party Preferences

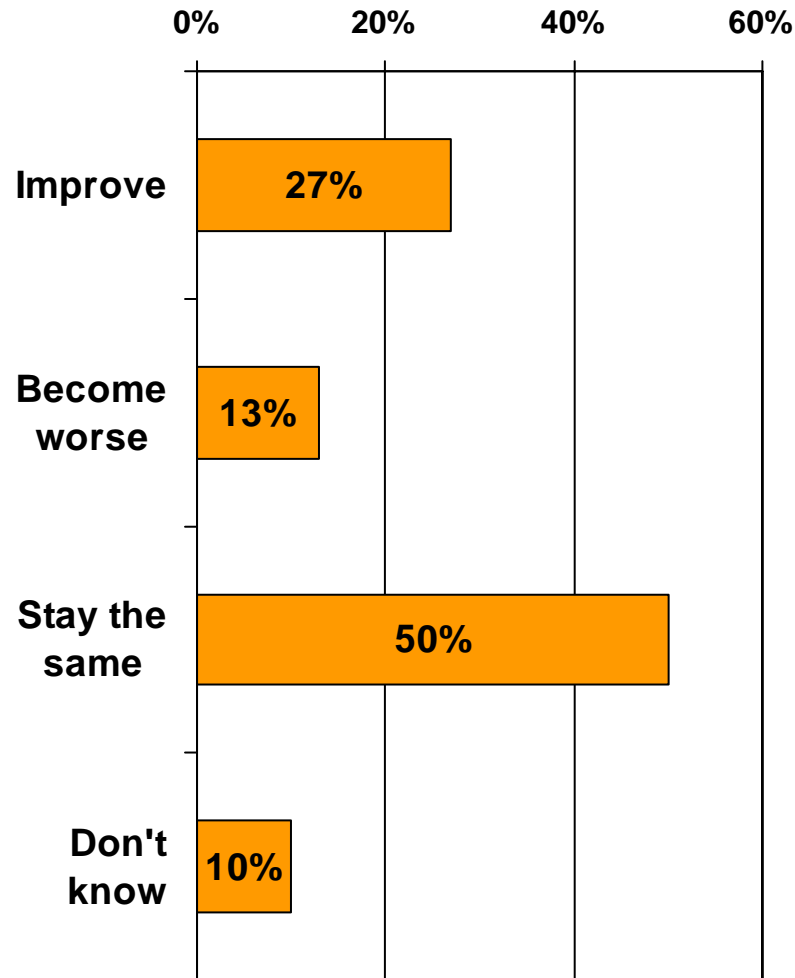


Evaluation of Improvement of the Standard of Living



Expectations Regarding the Improvement of the Standard of Living After the Elections

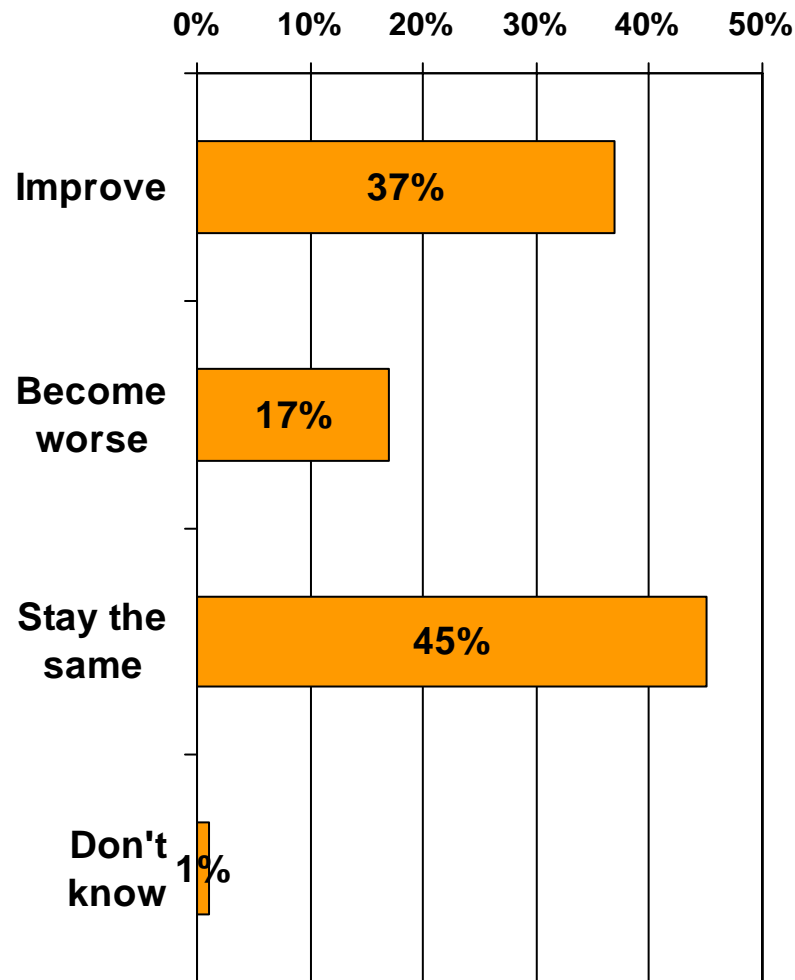
Do you expect that your life and life of your family after the next parliamentary elections will... ?



- Slightly more than 1/4 respondents optimistically look forward to the next elections because they expect positive changes afterward.
- Half of the respondents expect that their standard of living will not change significantly, and 13% expect a decrease.
- It is interesting to note that there are no significant differences among voters of various parties when it comes to expectations from next elections.

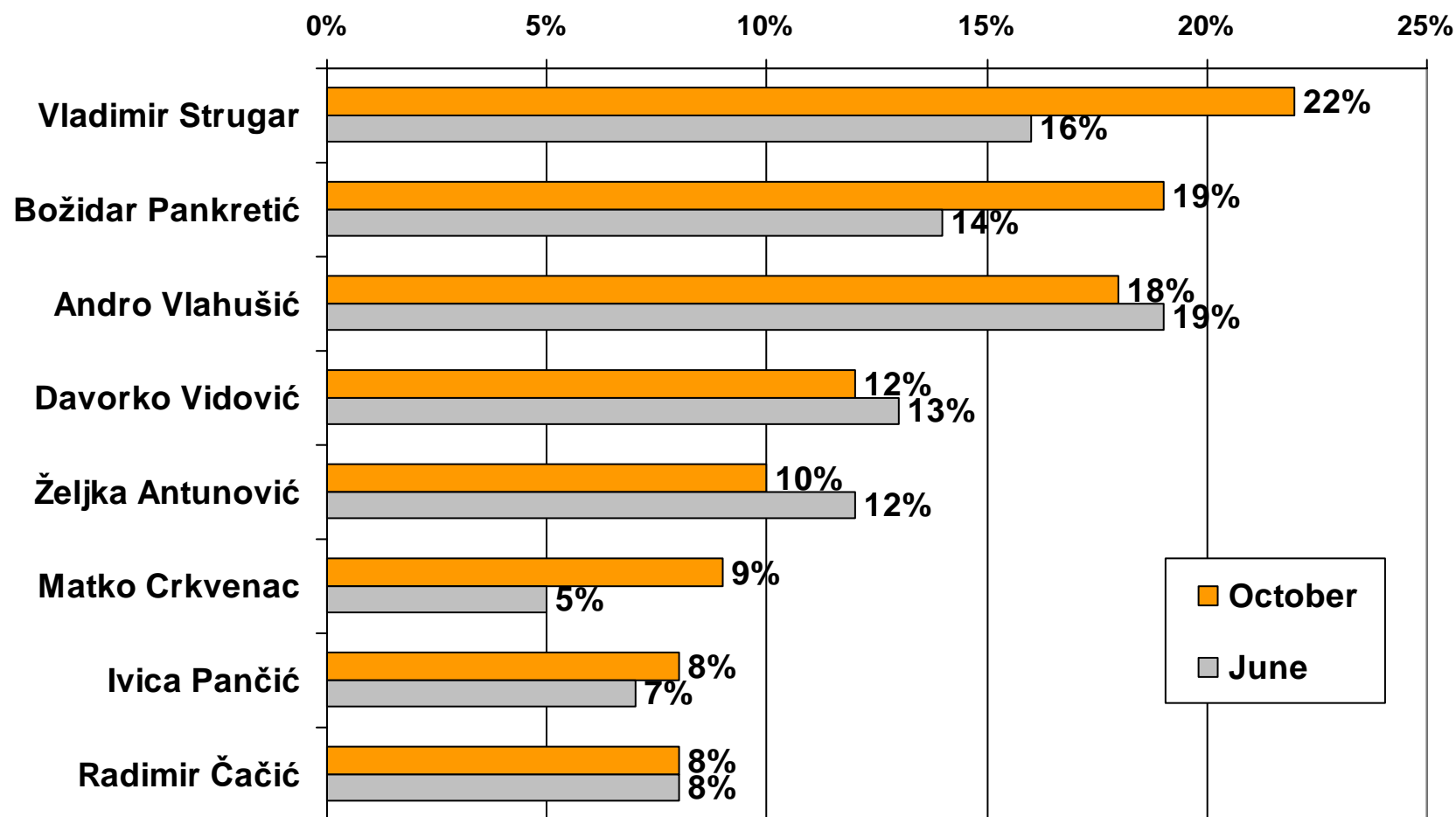
Expectations Regarding the Improvement of Economic Situation After the Elections

Do you expect that your life and life of your family after the next parliamentary elections will... ?

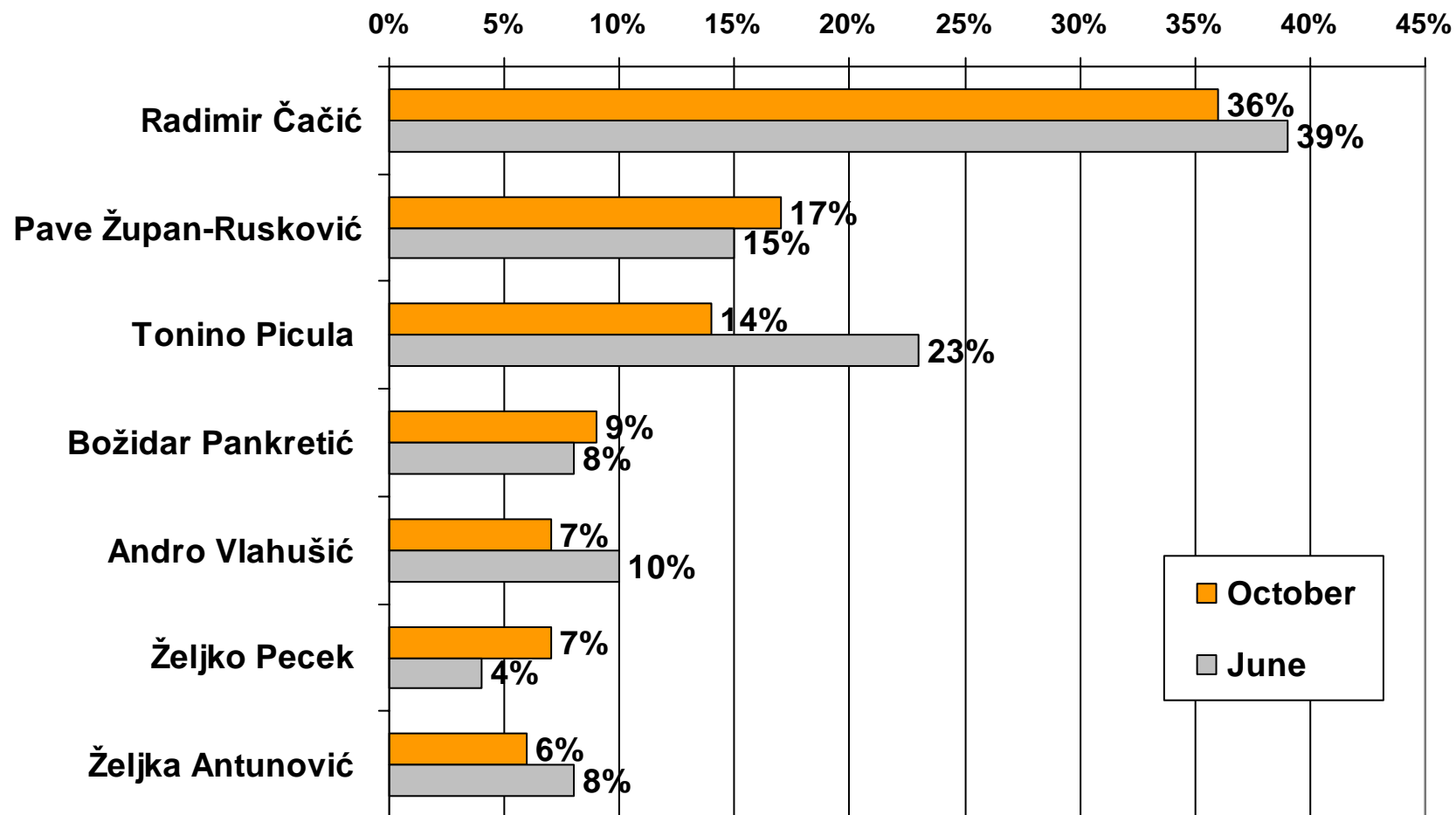


- People are somewhat more optimistic when asked about expectations regarding the improvement of economic situation - slightly more than 1/3 expect positive changes in the economy.
- Some people obviously do not directly co-relate improvement in economy with the increase in their standard of living.

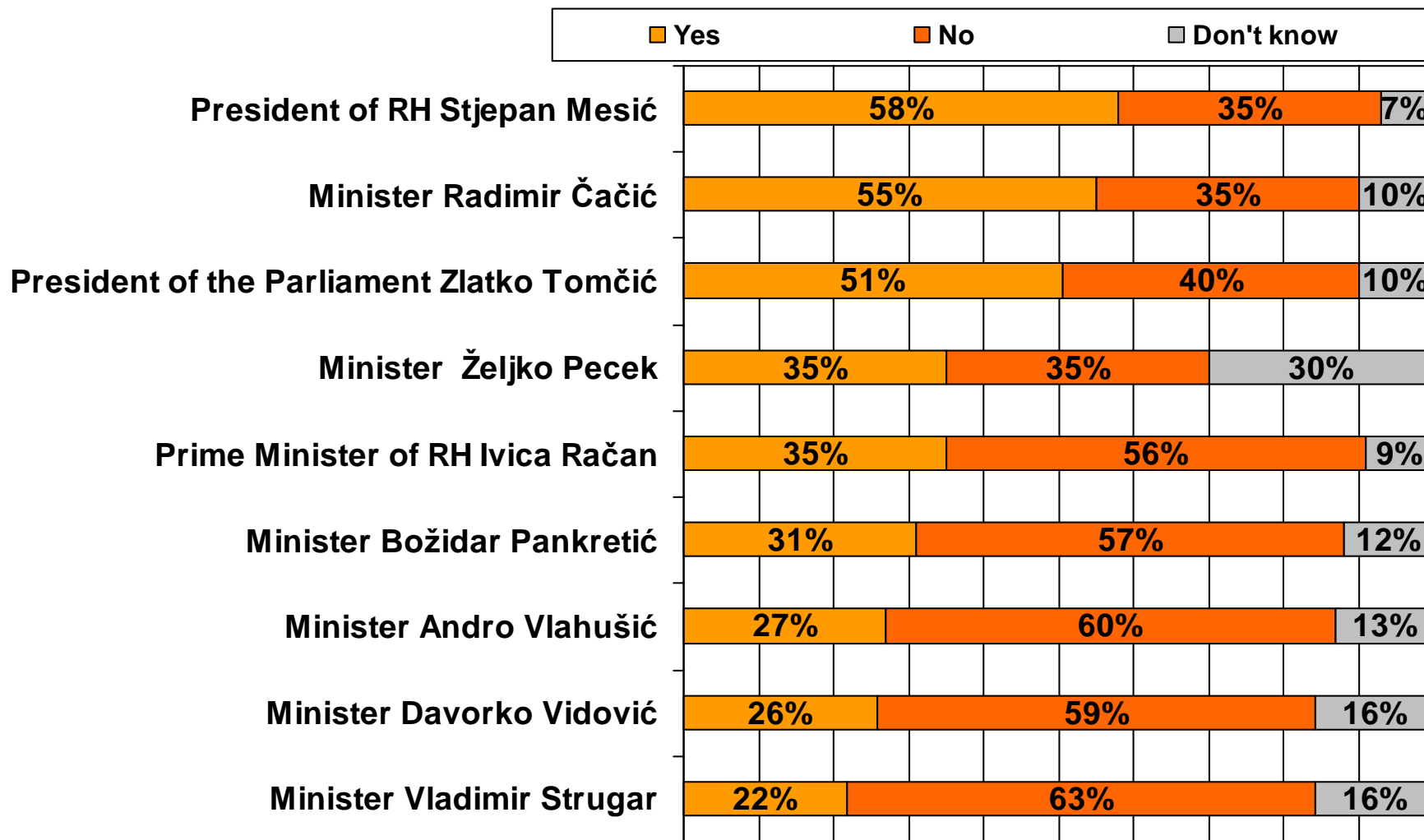
Last Year's Least Successful Ministers



Last Year's Most Successful Ministers

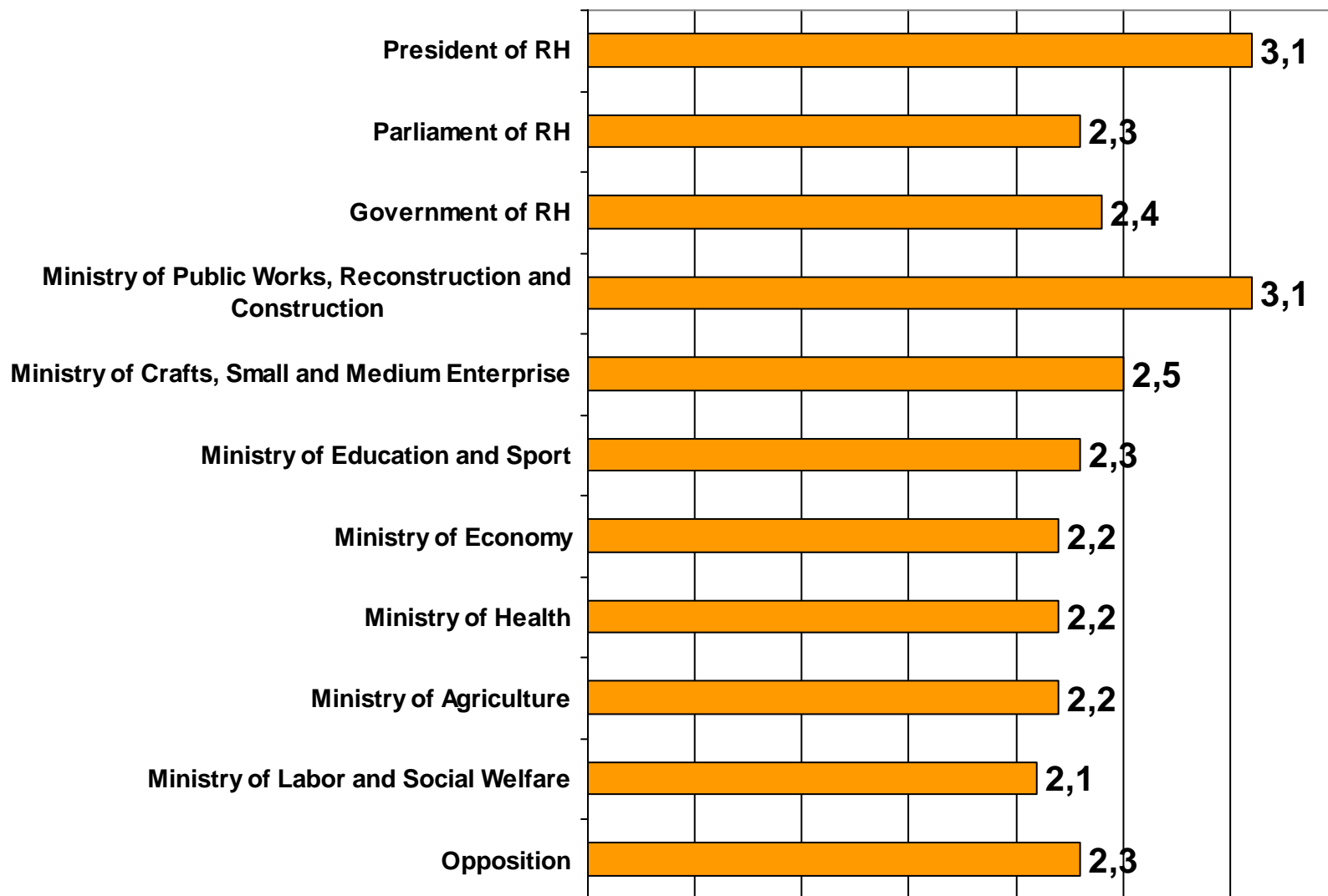


Do Some Officials Perform Their Duties Good Enough to Deserve Another Term in the Office?



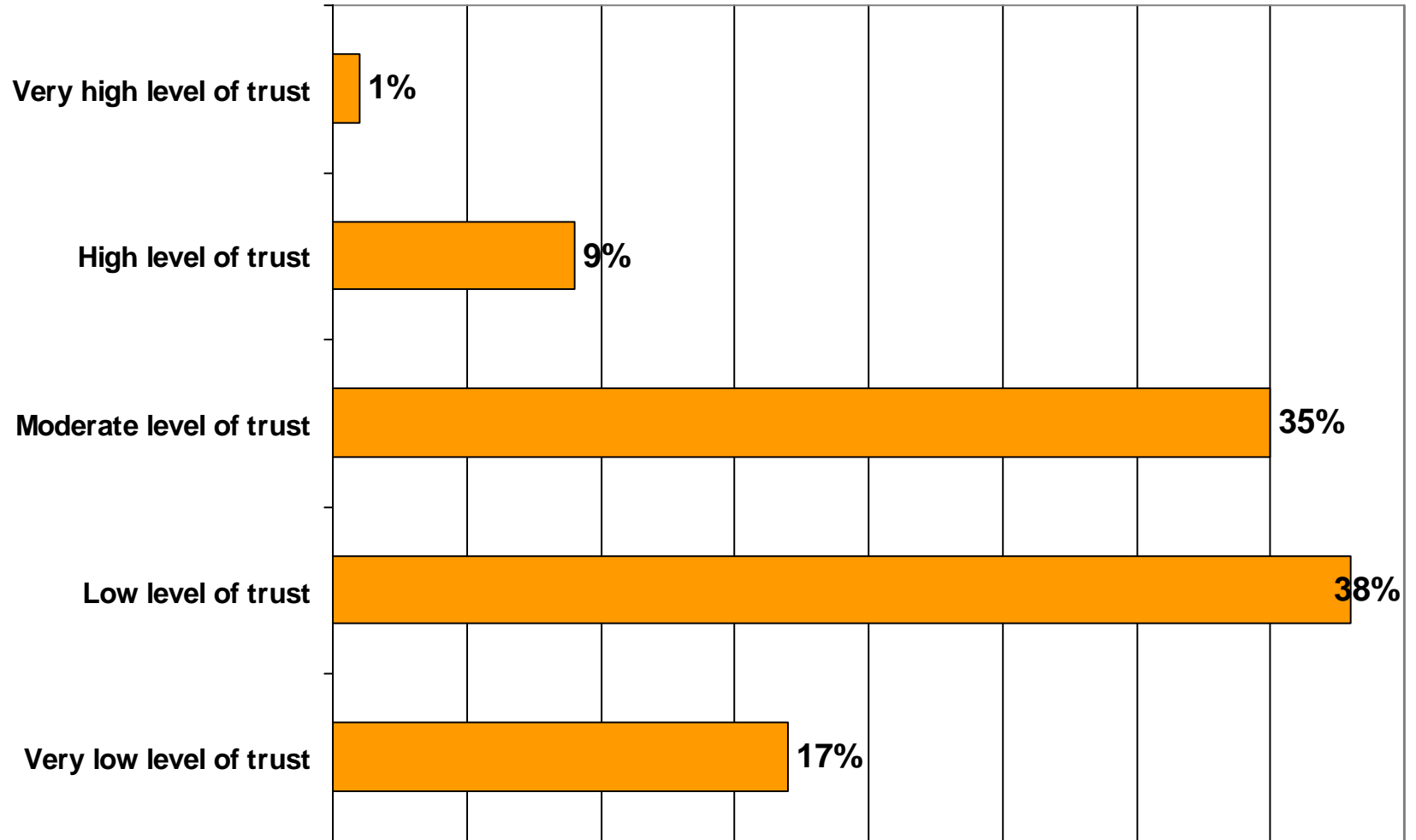
Evaluation of State Institutions' Performance in the Past Year

Grades from 1 to 5, like at school



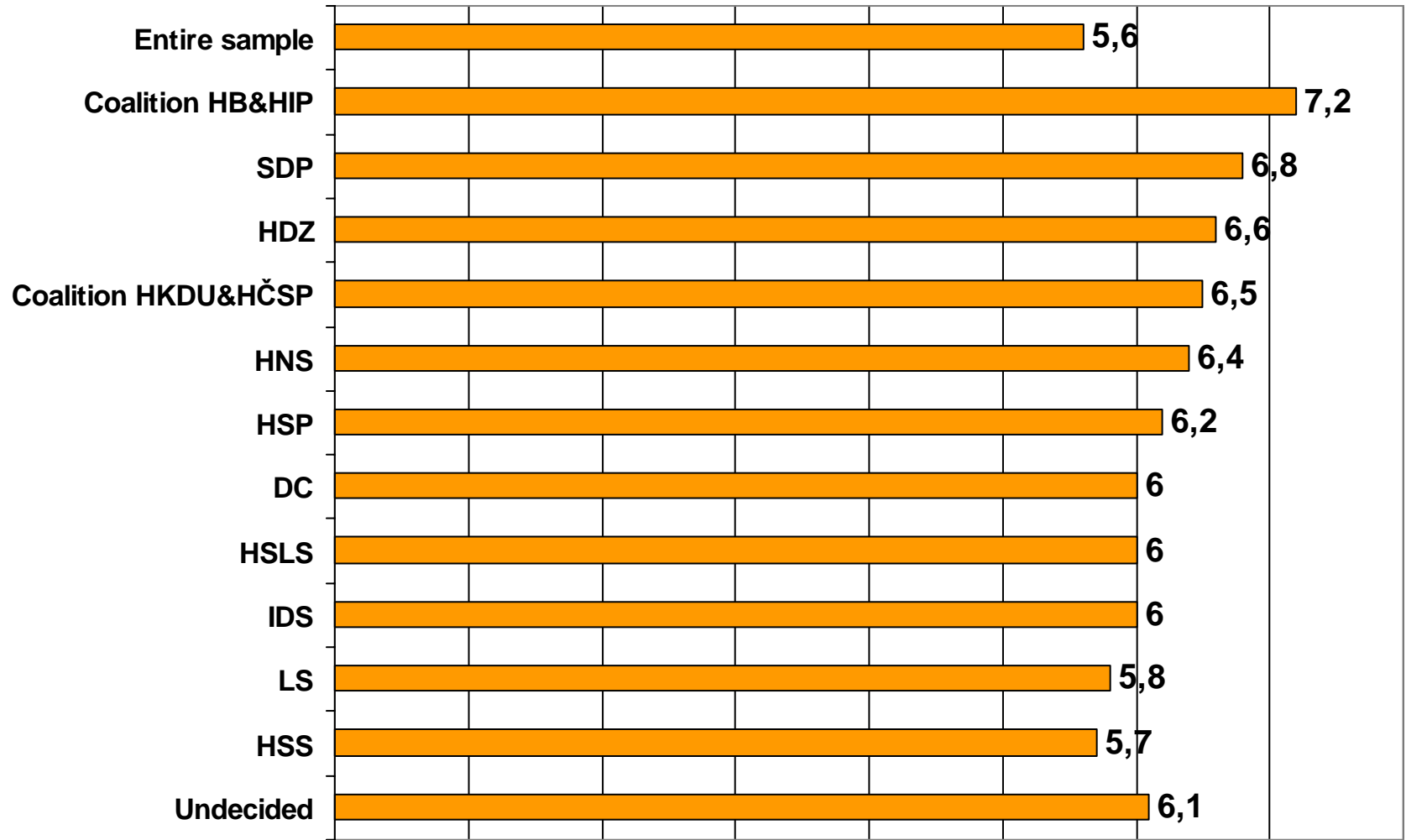
Level of Trust in the Government

Scale of trust in the Government



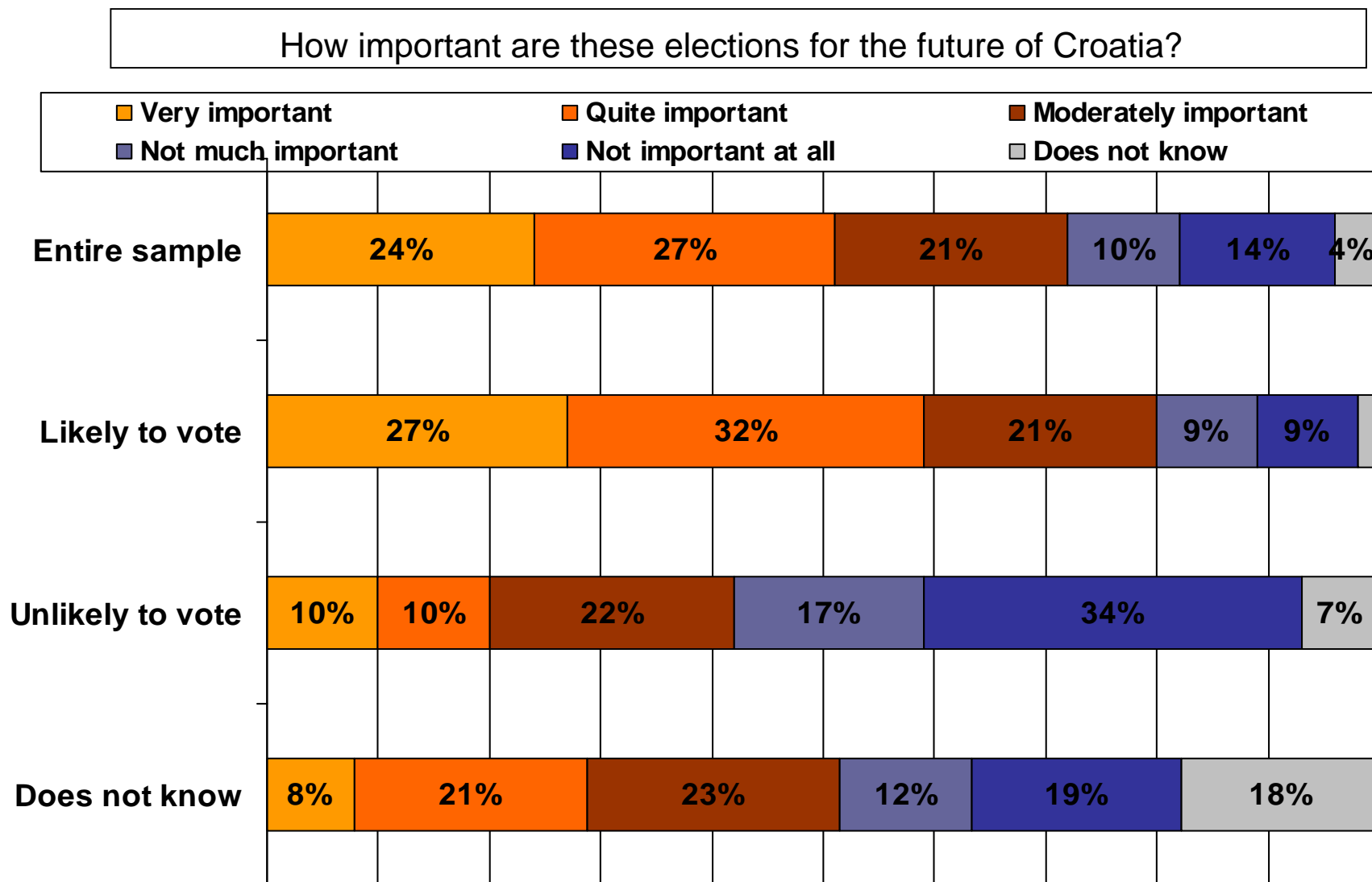
Interest in Elections

Grades from 1 to 10 - Average grade



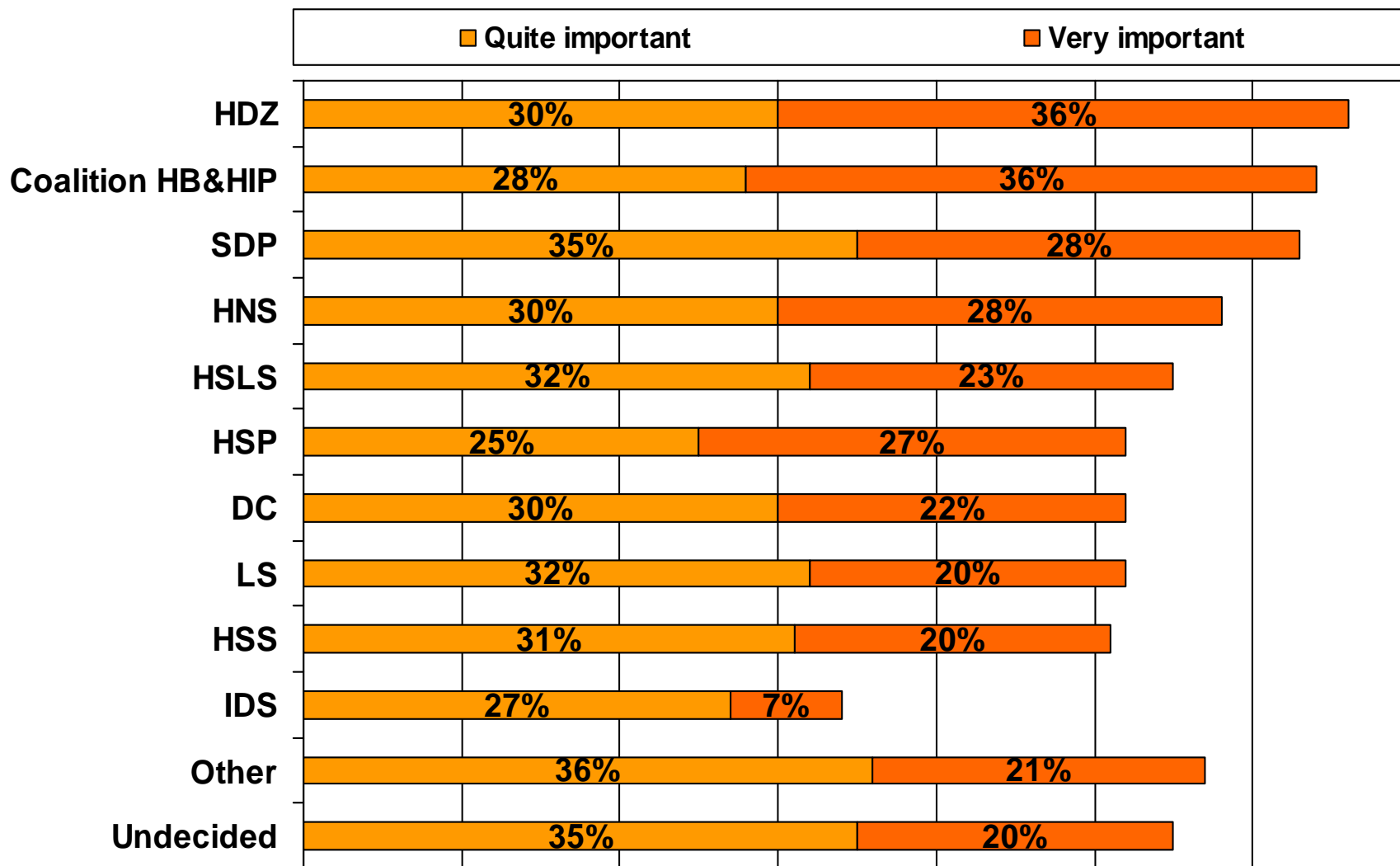
Importance of Elections for the Future of Croatia

With regard to how likely they are to vote



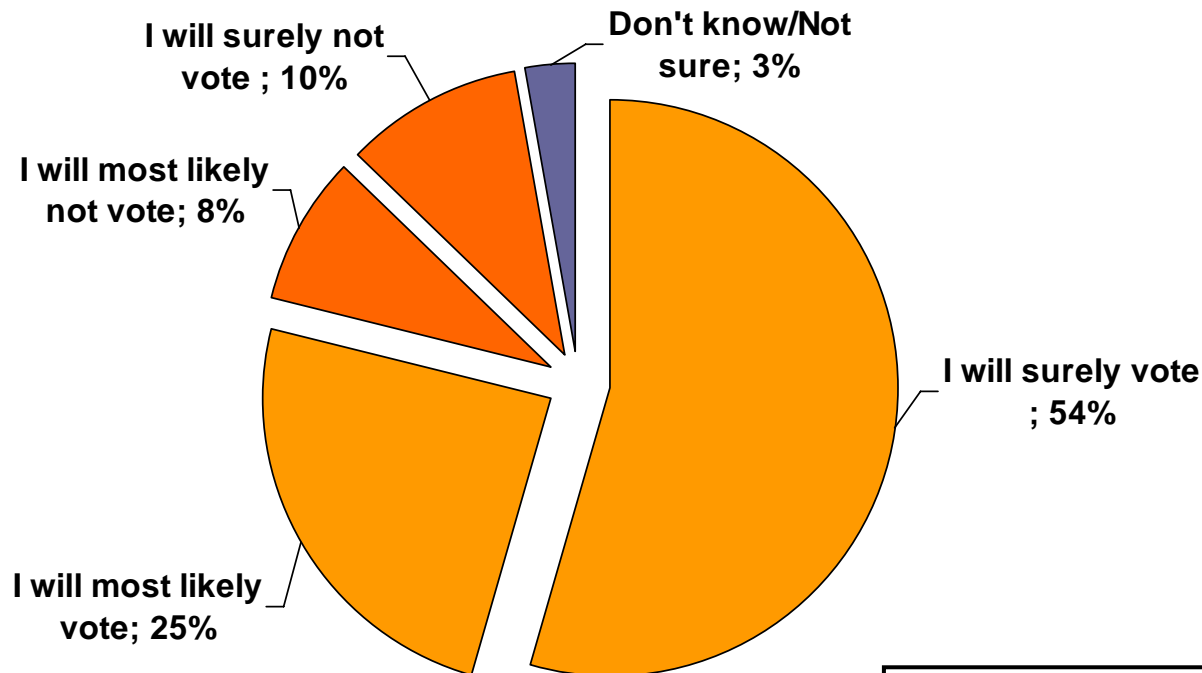
Importance of Elections for the Future of Croatia

With regard to party preferences



Interest in Going Out to Vote

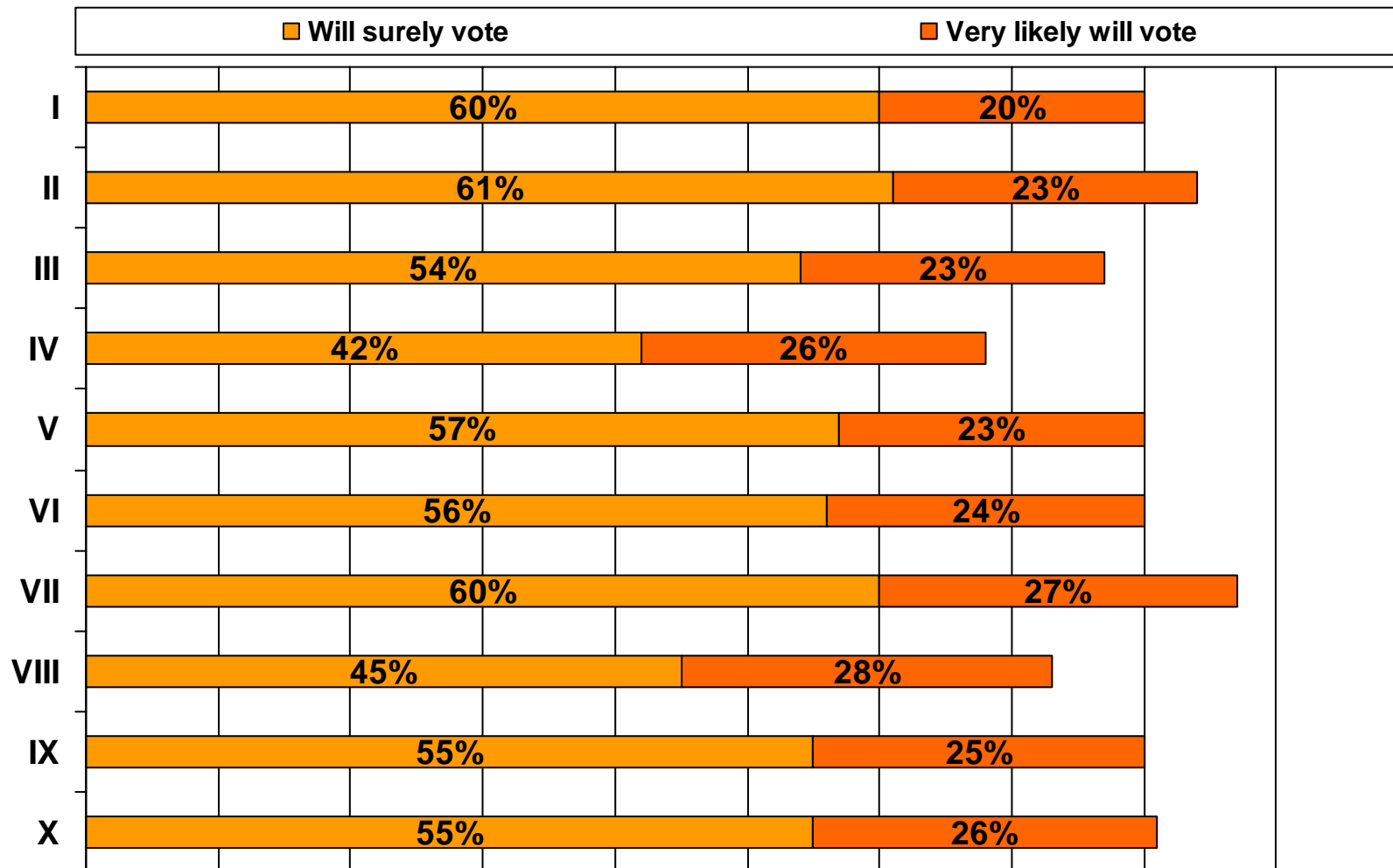
How likely are you to vote at the next parliamentary elections?



Voters' interest in elections is still high.

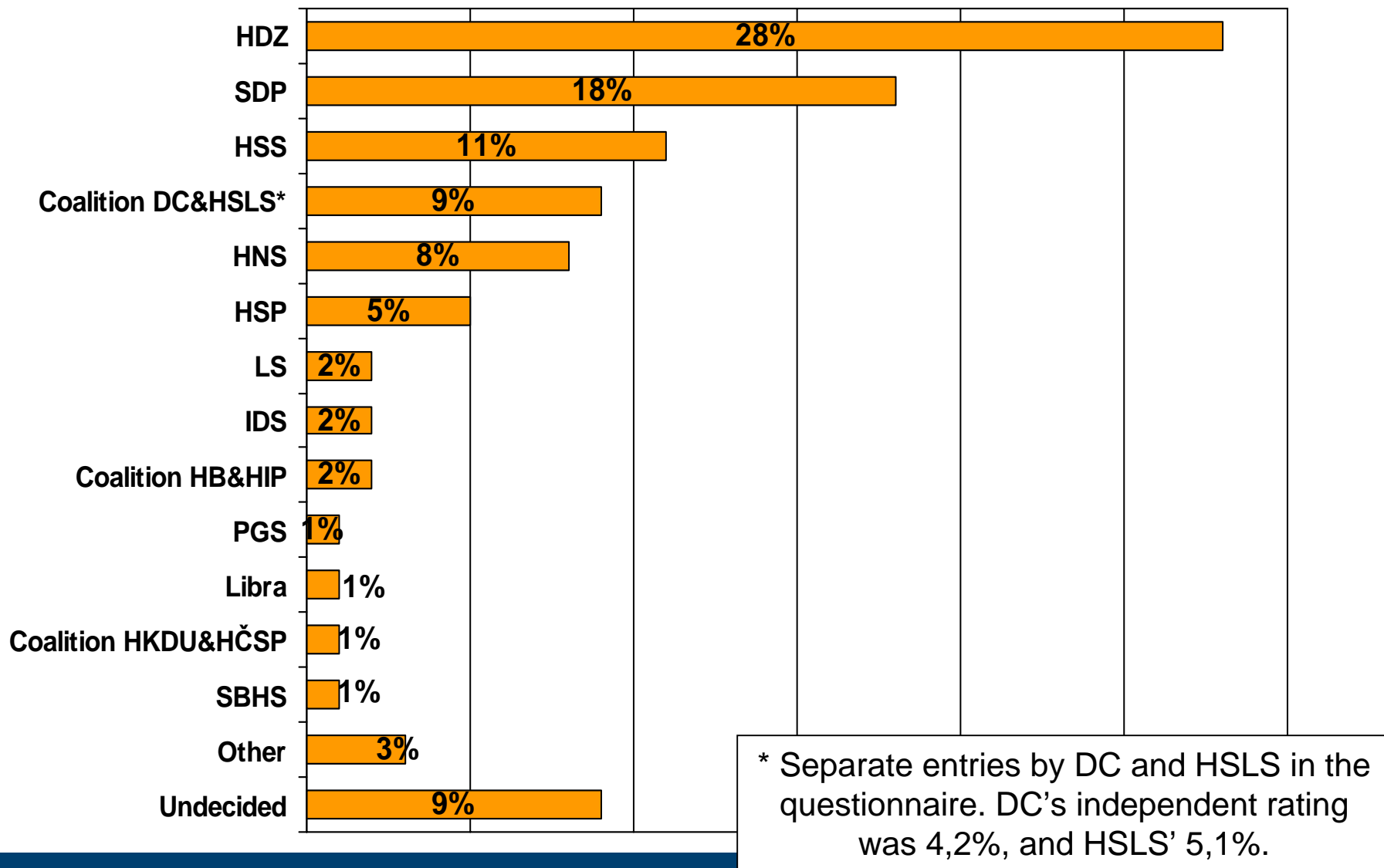
There are differences by constituencies regarding the interest in elections: interest is highest in II and VII and lowest in IV and VIII

Interest in Going Out to Vote - By Constituencies



Ratings of Political Parties - National Level

Voting by secret ballot - only the ones who will SURELY or VERY LIKELY go out to vote



Rating of Political Parties - Constituency Level

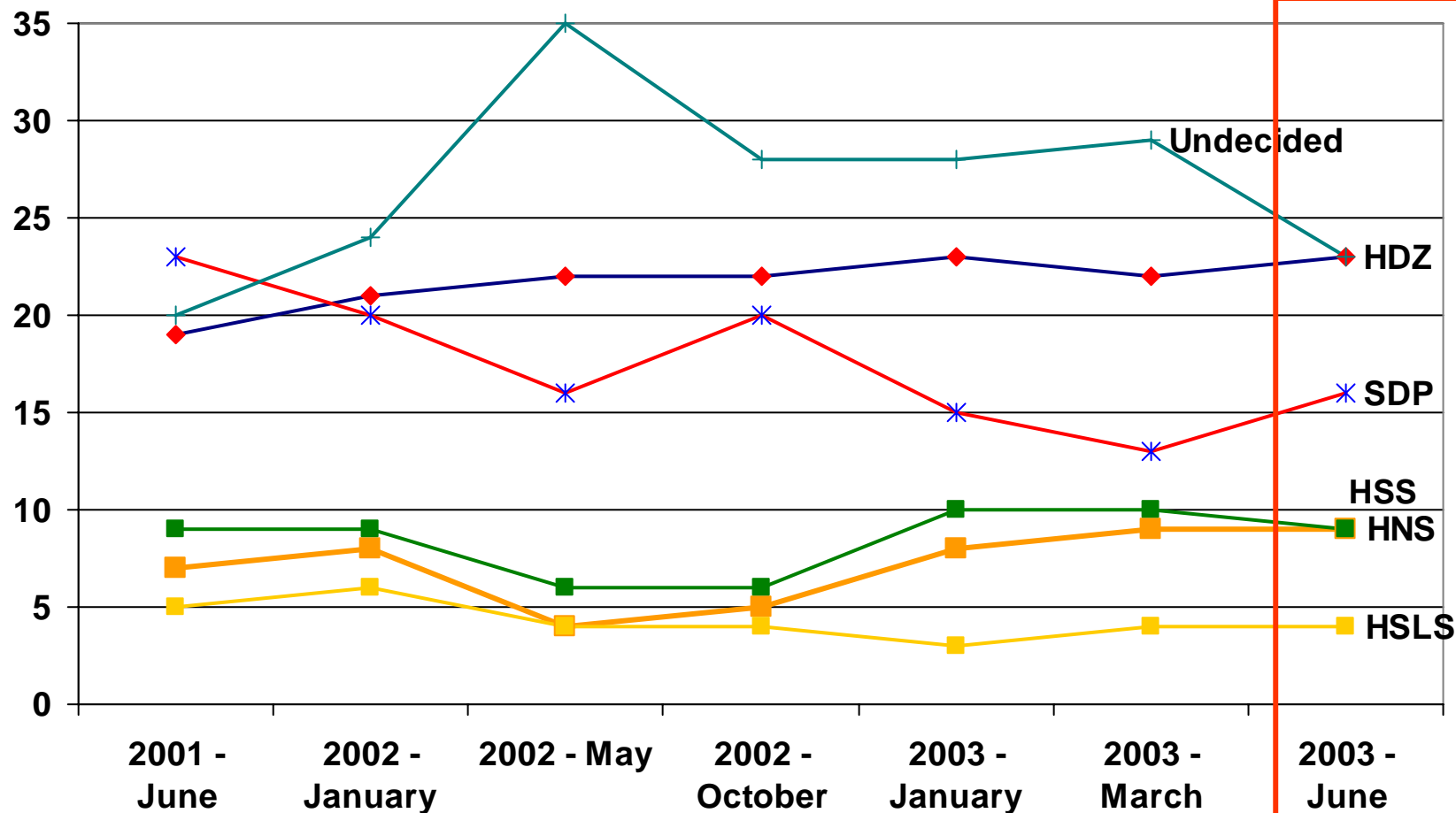
Voting by secret ballot - only the ones who will surely or very likely go out to vote

	Election unit									
	I	II	III	IV	V	VI	VII	VIII	IX	X
HDZ	22%	29%	23%	35%	40%	27%	24%	10%	44%	30%
SDP	24%	17%	21%	10%	11%	19%	18%	21%	13%	22%
HSS	5%	20%	18%	11%	13%	11%	10%	5%	8%	7%
Coalition HSLS&DC	9%	10%	11%	13%	8%	12%	11%	8%	9%	7%
HNS	12%	6%	11%	6%	5%	9%	10%	8%	7%	8%
HSP	7%	4%	4%	7%	3%	10%	6%	3%	4%	5%
LS	3%	1%	1%	3%	1%	1%	2%	3%	2%	3%
IDS	1%	0%	0%	1%		1%	0%	17%		0%
Coalition HB&HIP	2%	3%	0%	0%	1%	1%	3%	0%	3%	3%
PGS			0%				2%	5%	0%	0%
Libra	1%	1%	1%	1%	0%	1%	1%	1%	0%	1%
Coalition HKDU&HČSP	1%	1%	0%	1%	1%	1%	0%	1%	1%	1%
SBHS	0%			3%	3%		0%		0%	
SNS		0%		1%	1%	1%	1%	0%		0%
SSDS					2%	0%	0%			
IDF			0%			0%		1%		
Other	2%	1%	1%	1%	1%	1%	3%	3%	1%	2%
Undecided	10%	8%	7%	7%	10%	5%	8%	16%	7%	10%

Maximum sample error on constituency level is +/-4,6%

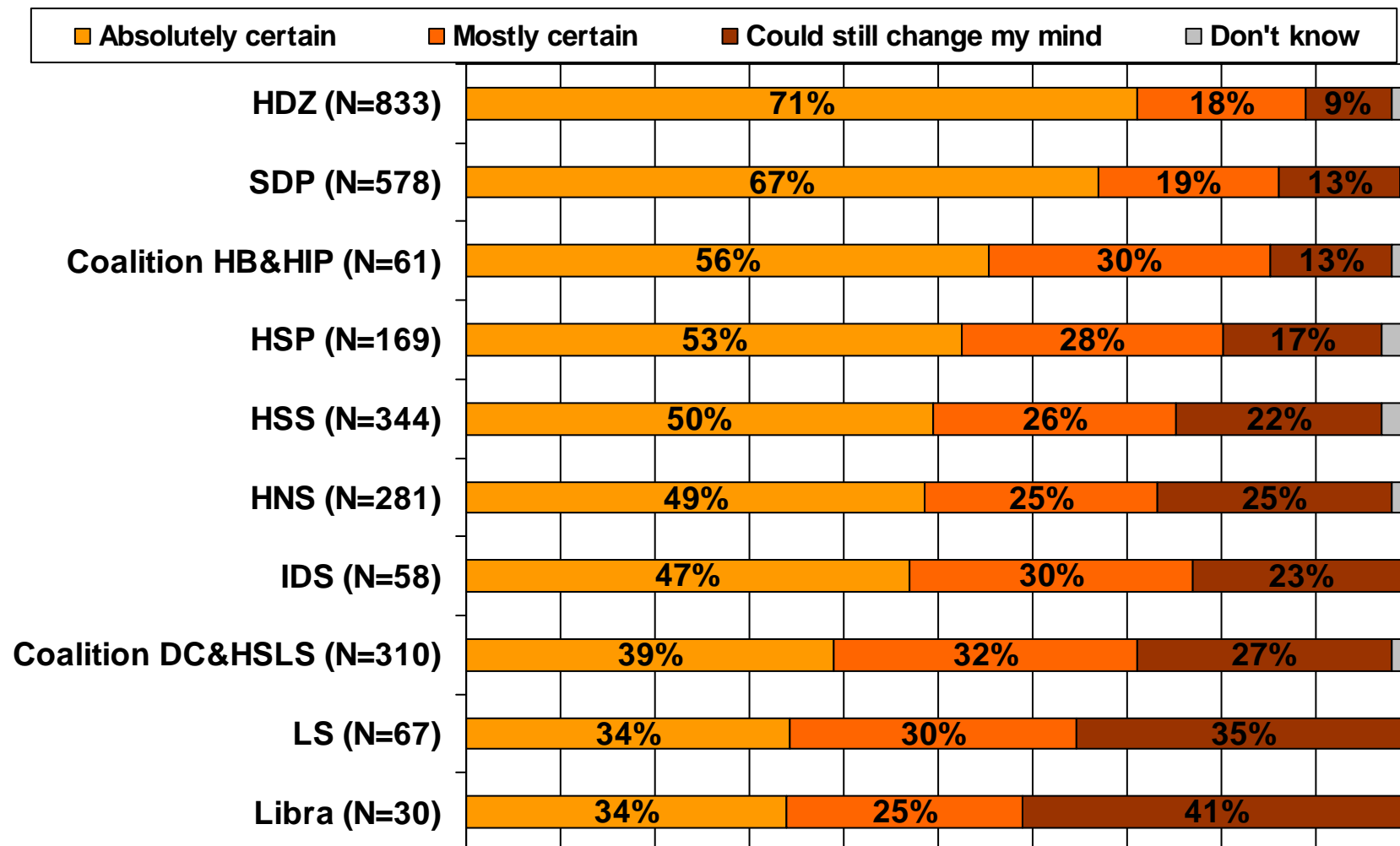
Rating of Political Parties - Trend

If parliamentary elections were held today, which party would you vote for?
Only likely voters

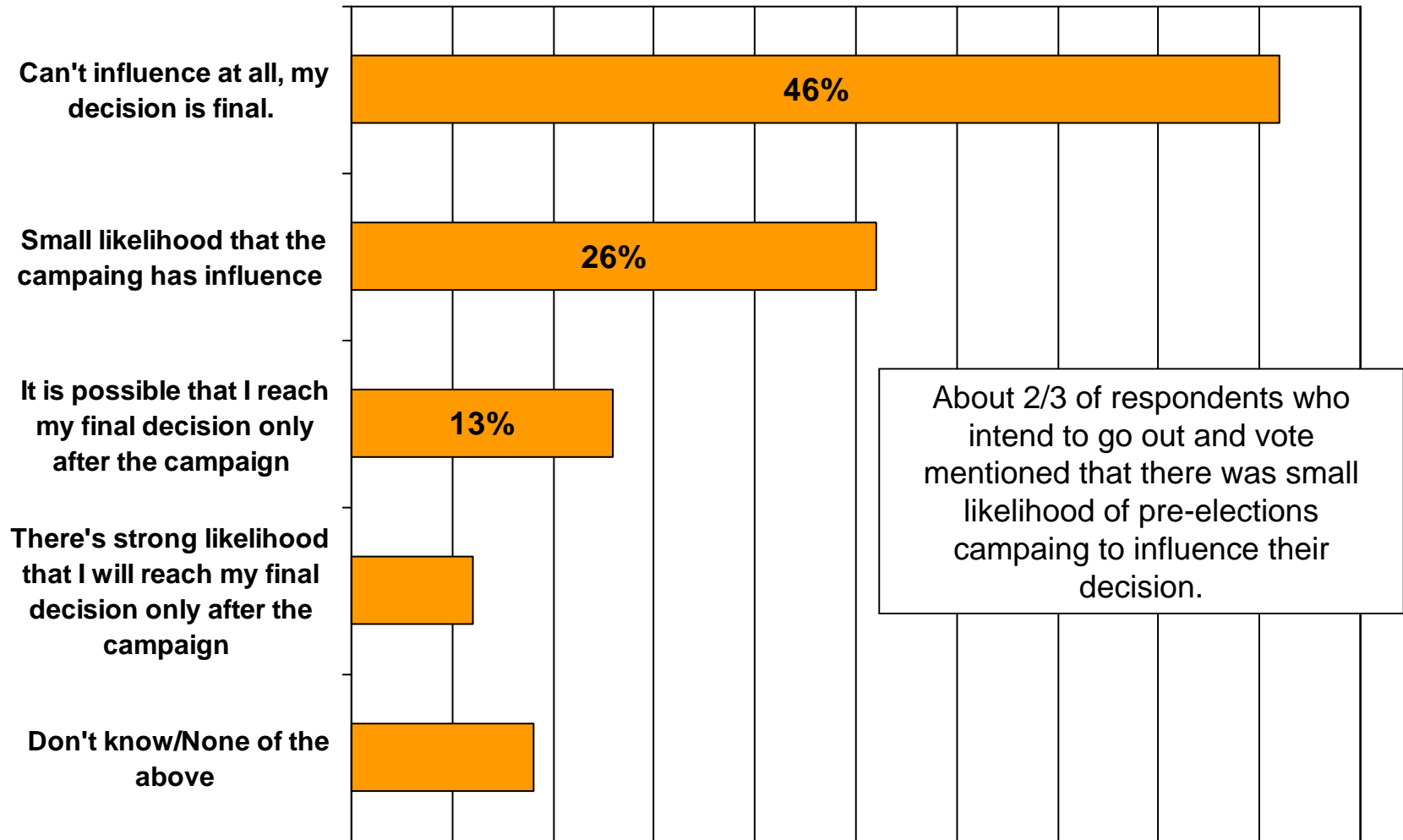


Firmness of Party Choice

How certain are you to vote for the party you mentioned?

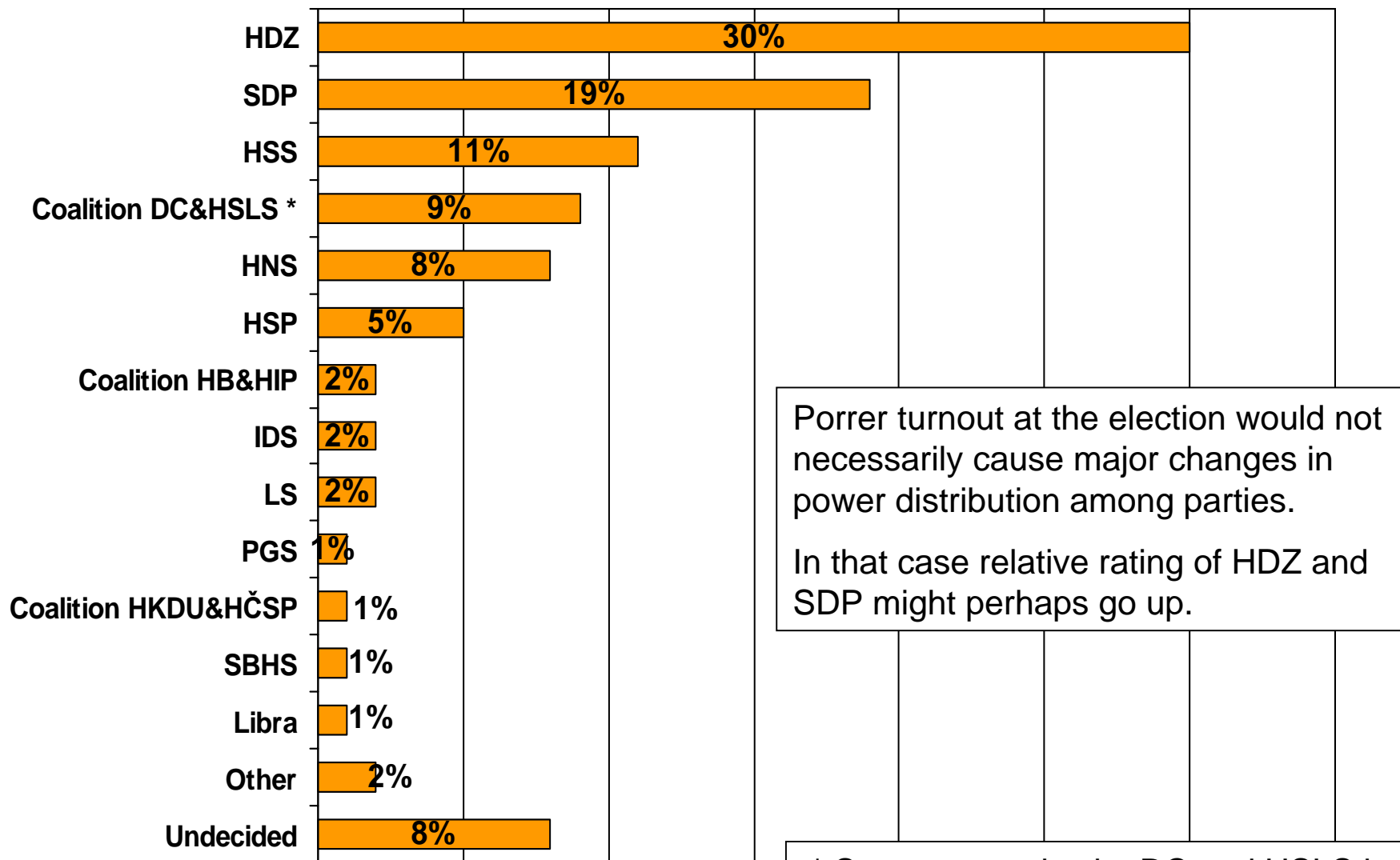


Self-assessment of the Campaign Impact on the Final Decision



Rating of Political Parties - National Level

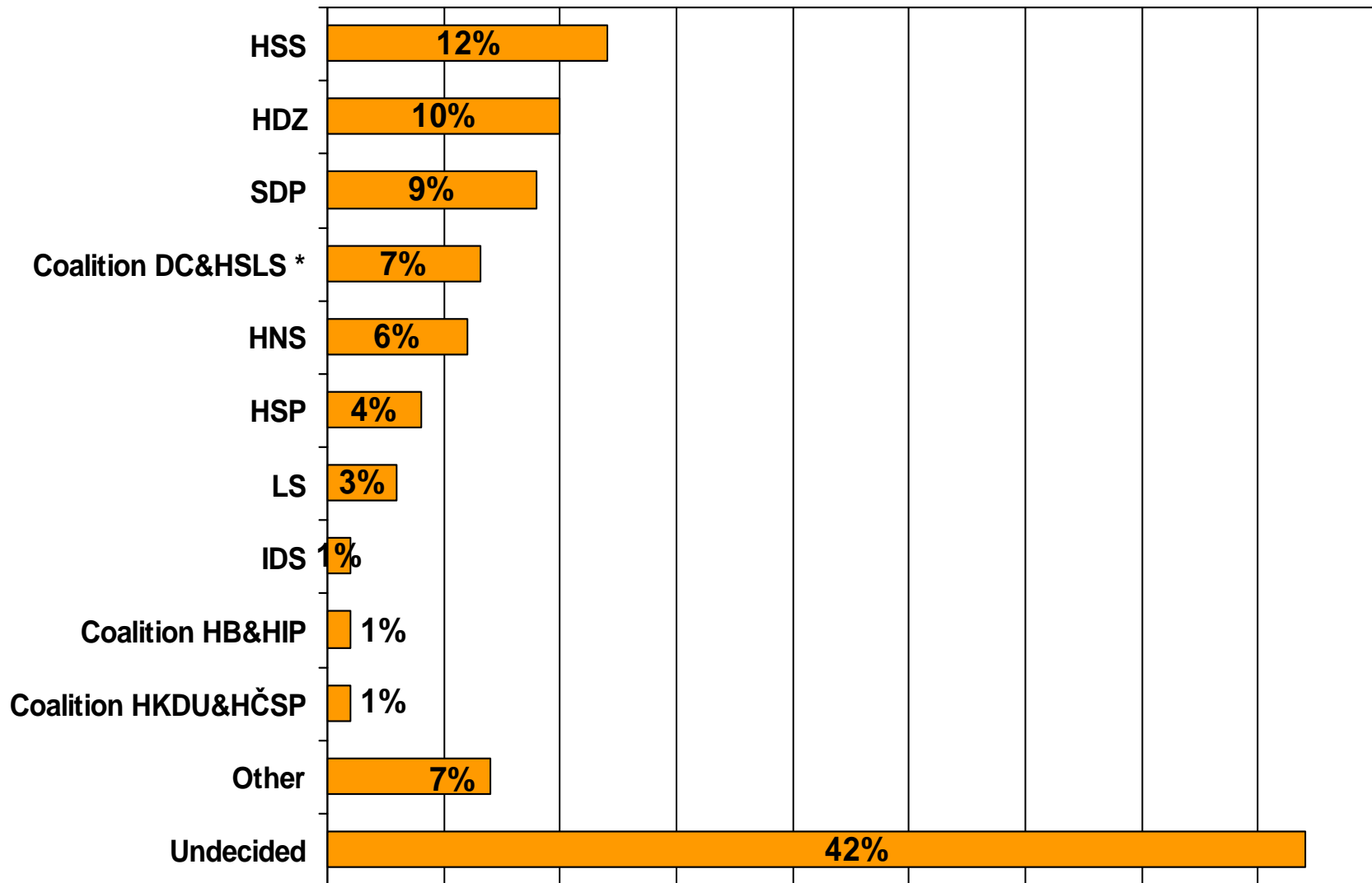
Voting by secret ballot - only the ones who will SURELY go out to vote



* Separate entries by DC and HSLs in the questionnaire.

Rating of Political Parties - National Level

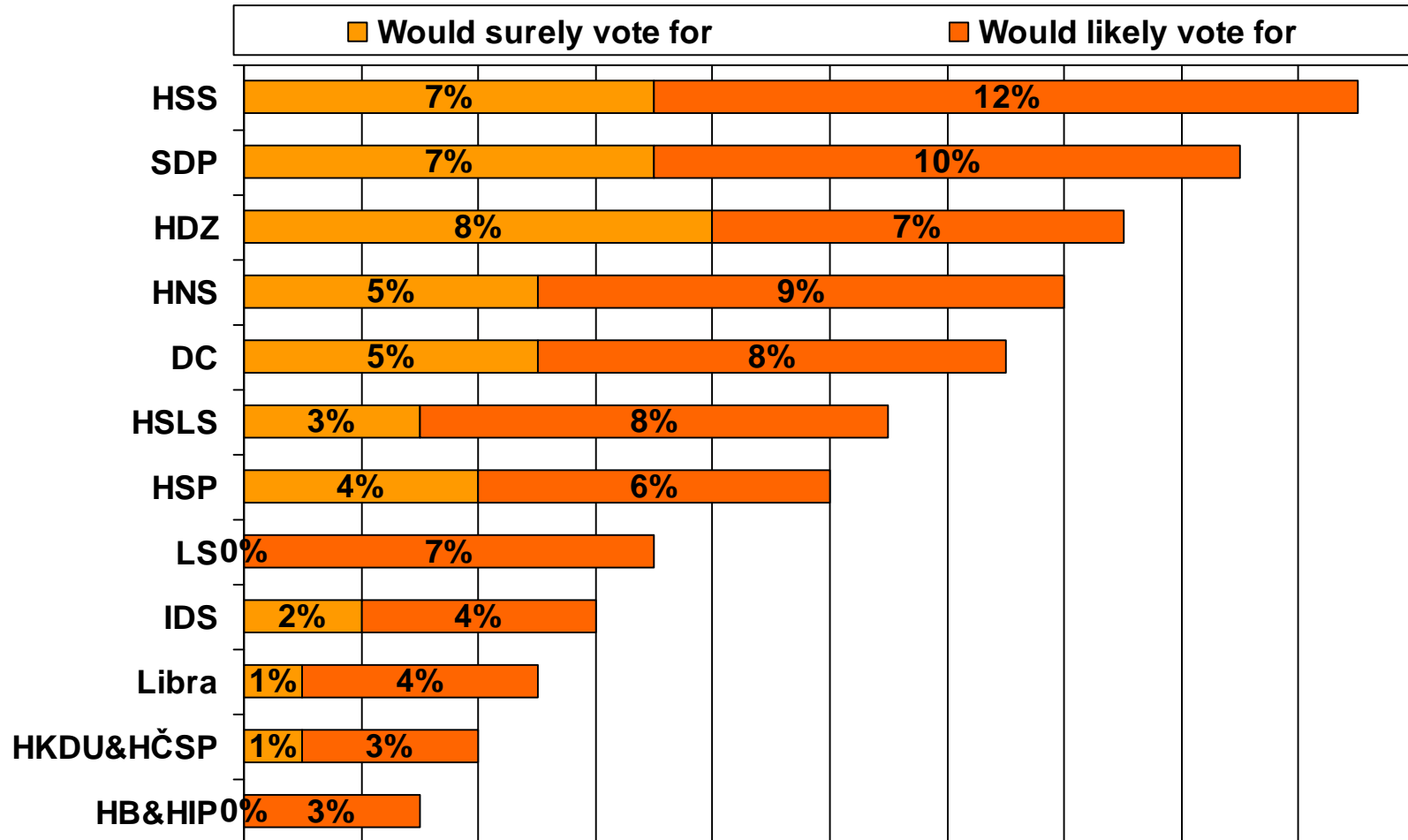
Voting by secret ballot - only the ones who surely or very likely WILL NOT go out to vote



* Separate entries by DC and HSLs.

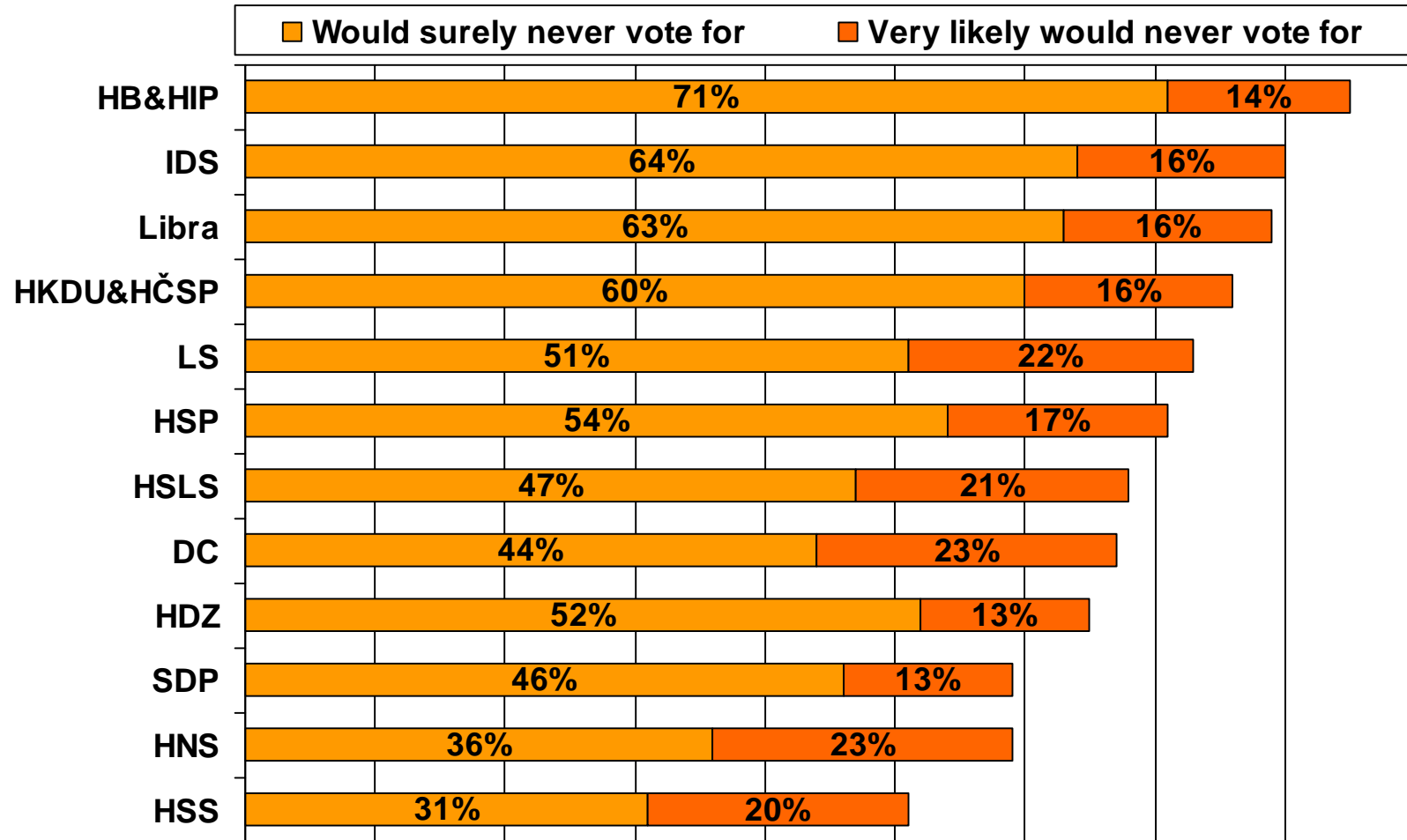
Preferences of Undecided Voters

How likely are you to vote for each of the following parties?



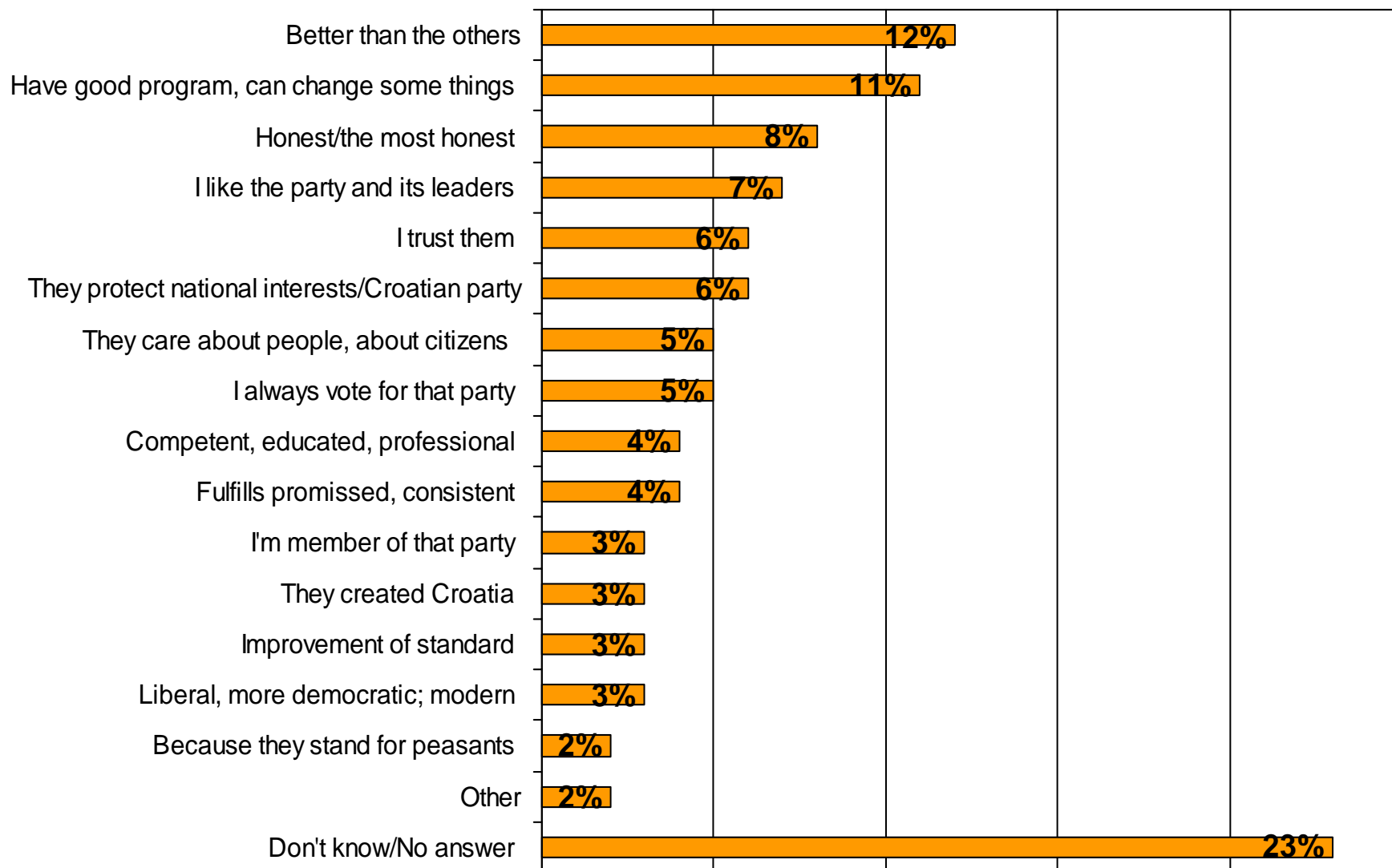
Preferences of Undecided Voters

How likely are you to vote for each of the following parties?



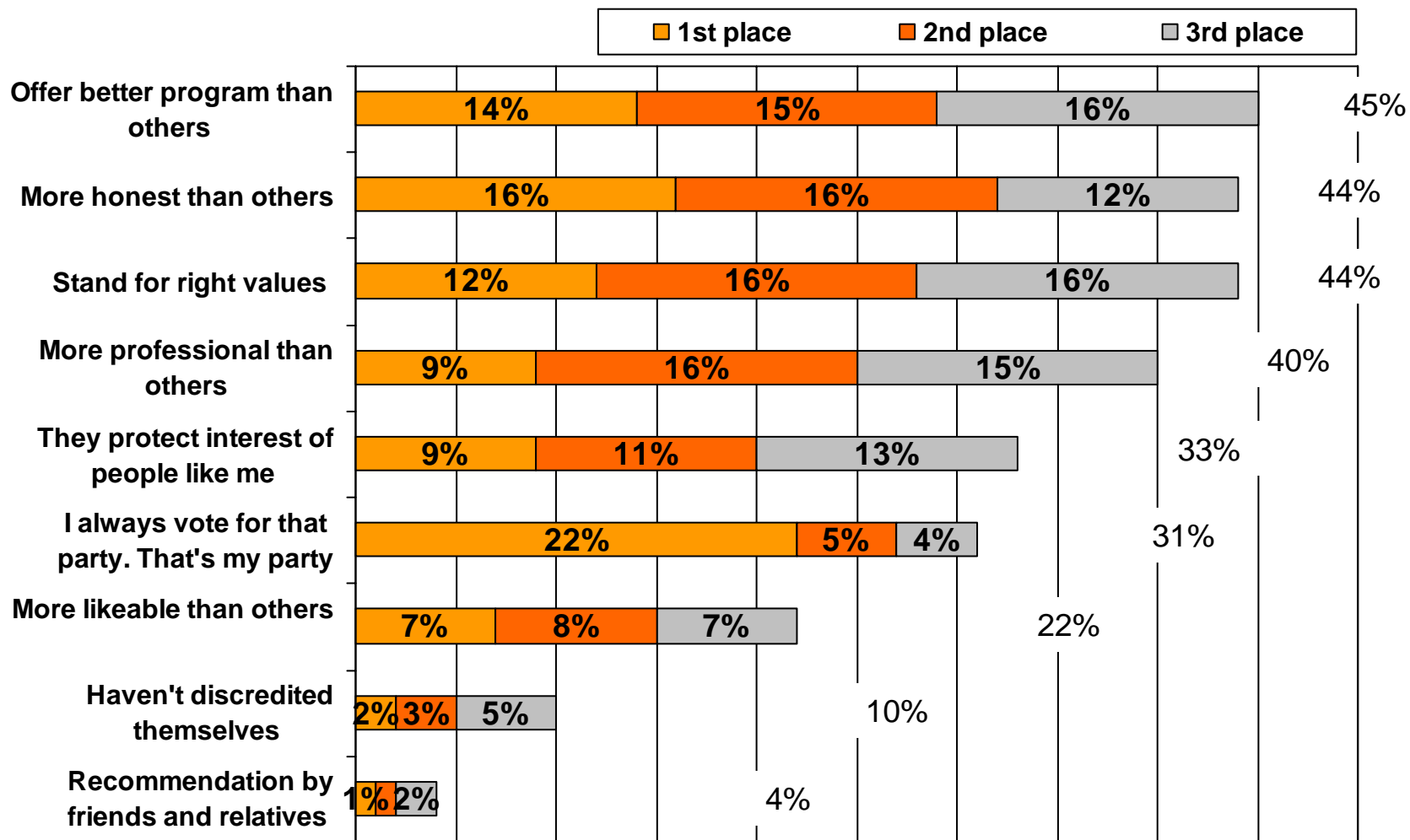
The Criteria for Choosing a Party

Why did you decide to vote for that particular party? - Open question

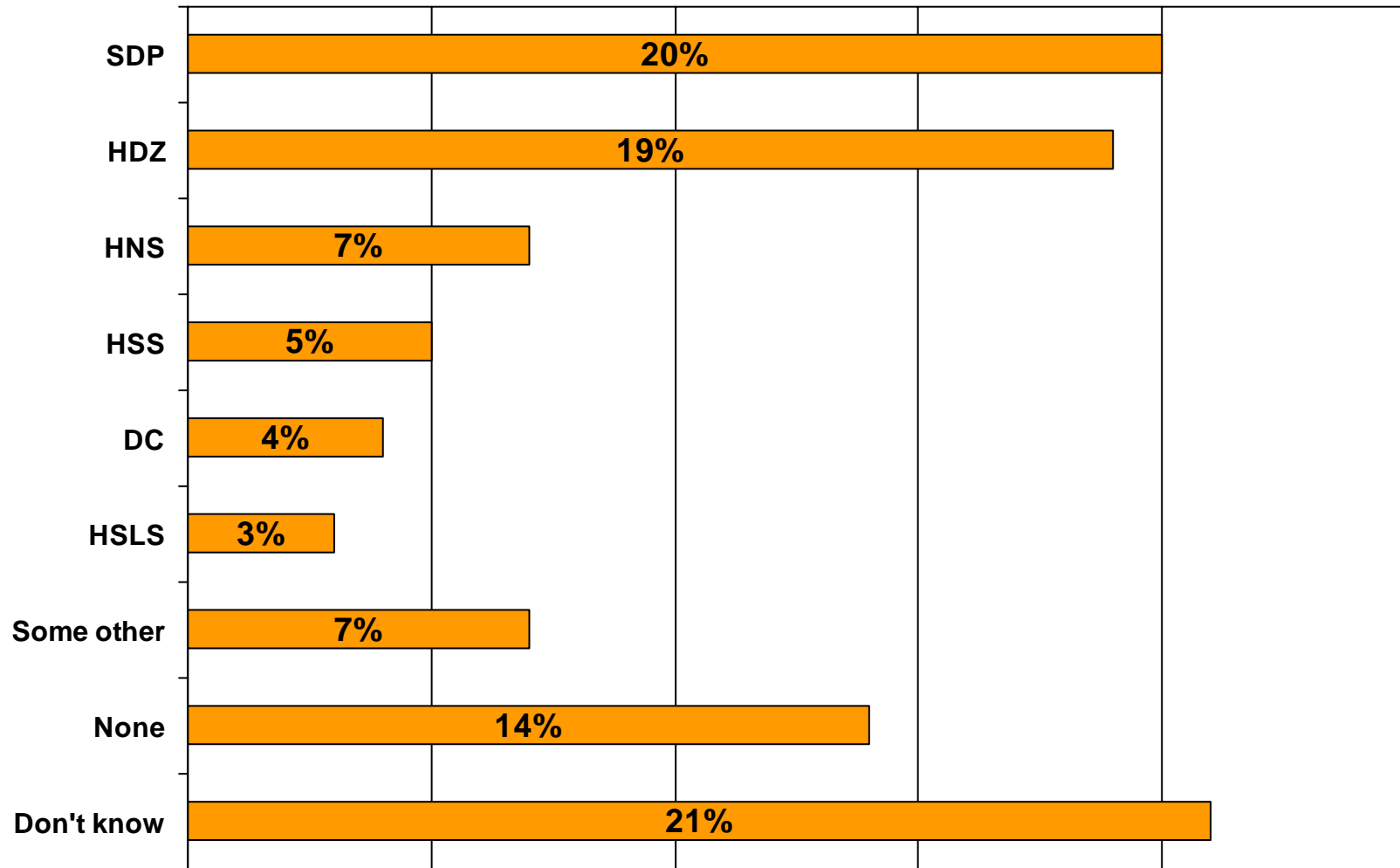


The Criteria for Choosing a Party – All Parties

Ranking the reasons

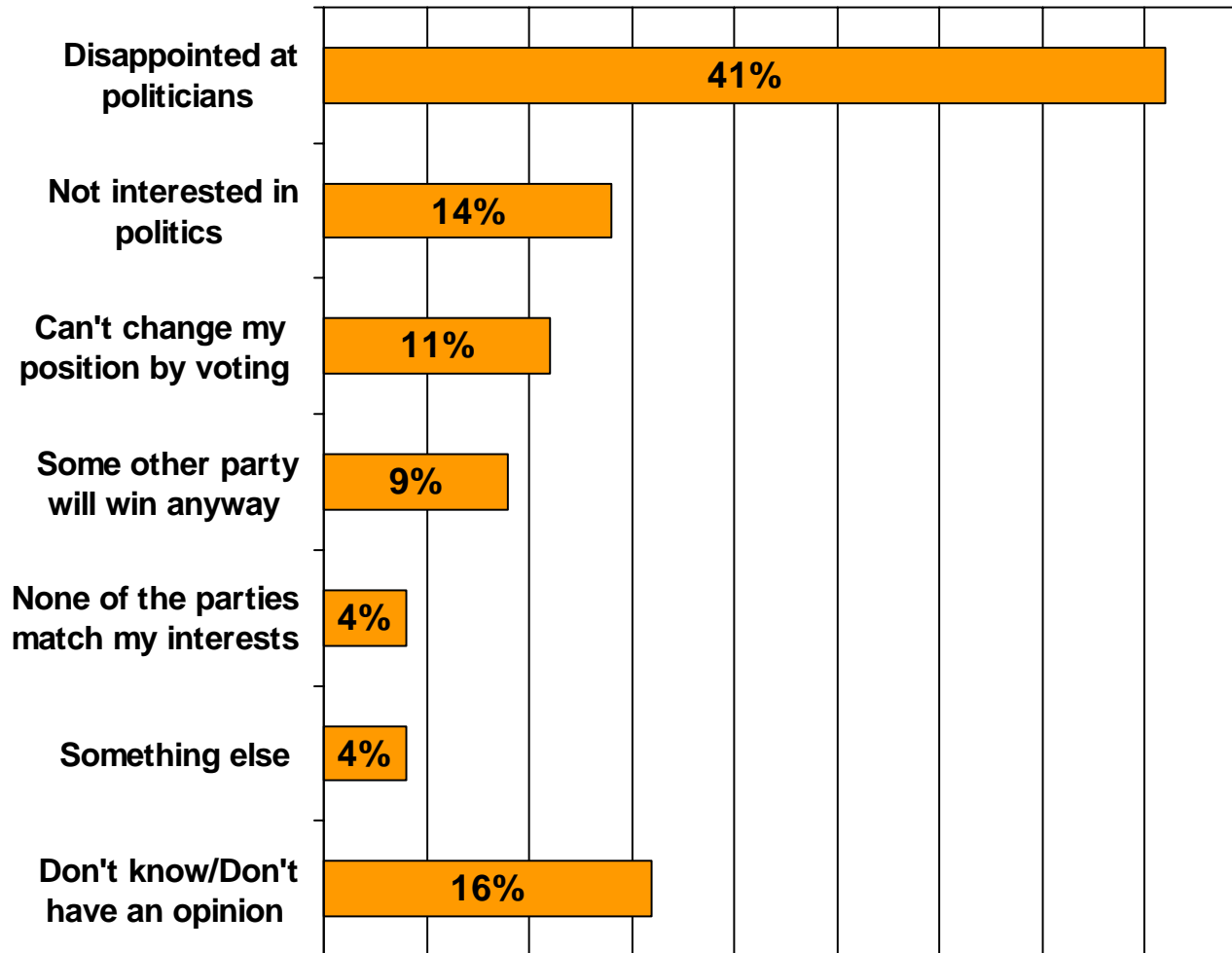


Which Party Can Contribute Most to Quicker EU Membership



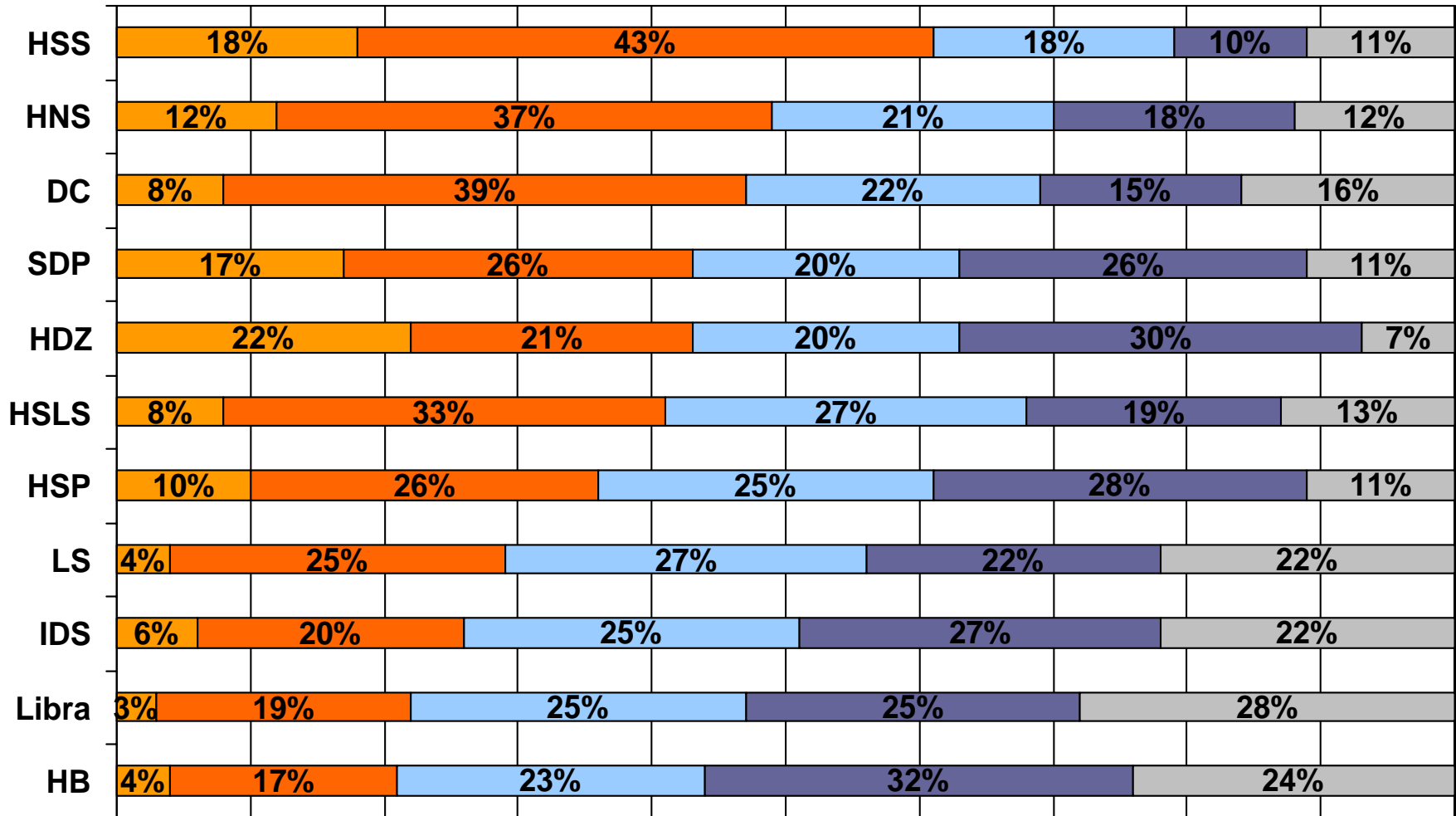
Who are the People That Will not Go Out to Vote?

Why will you not go out to vote?

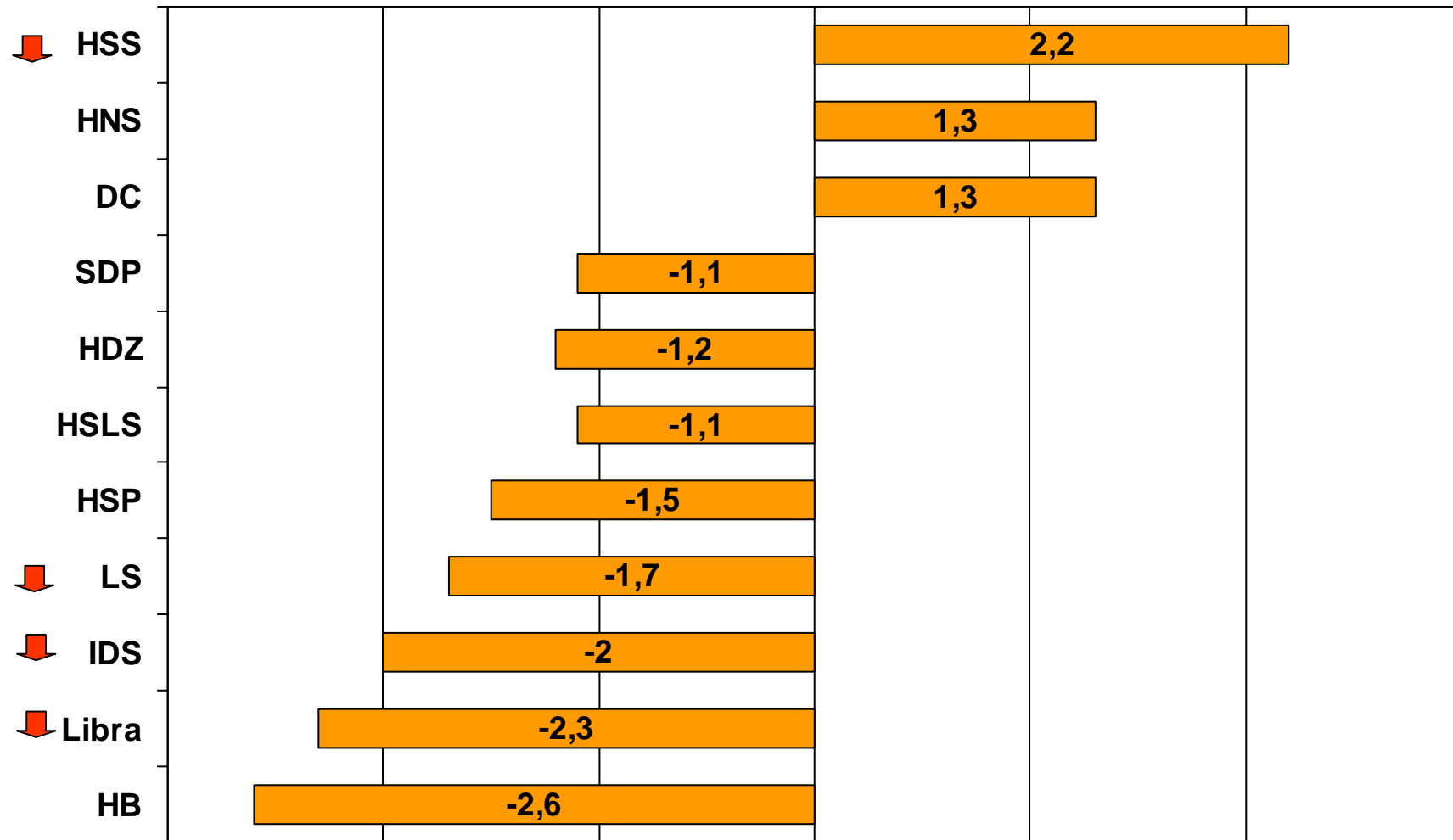


What is Your Impression of Each of the Following Parties?

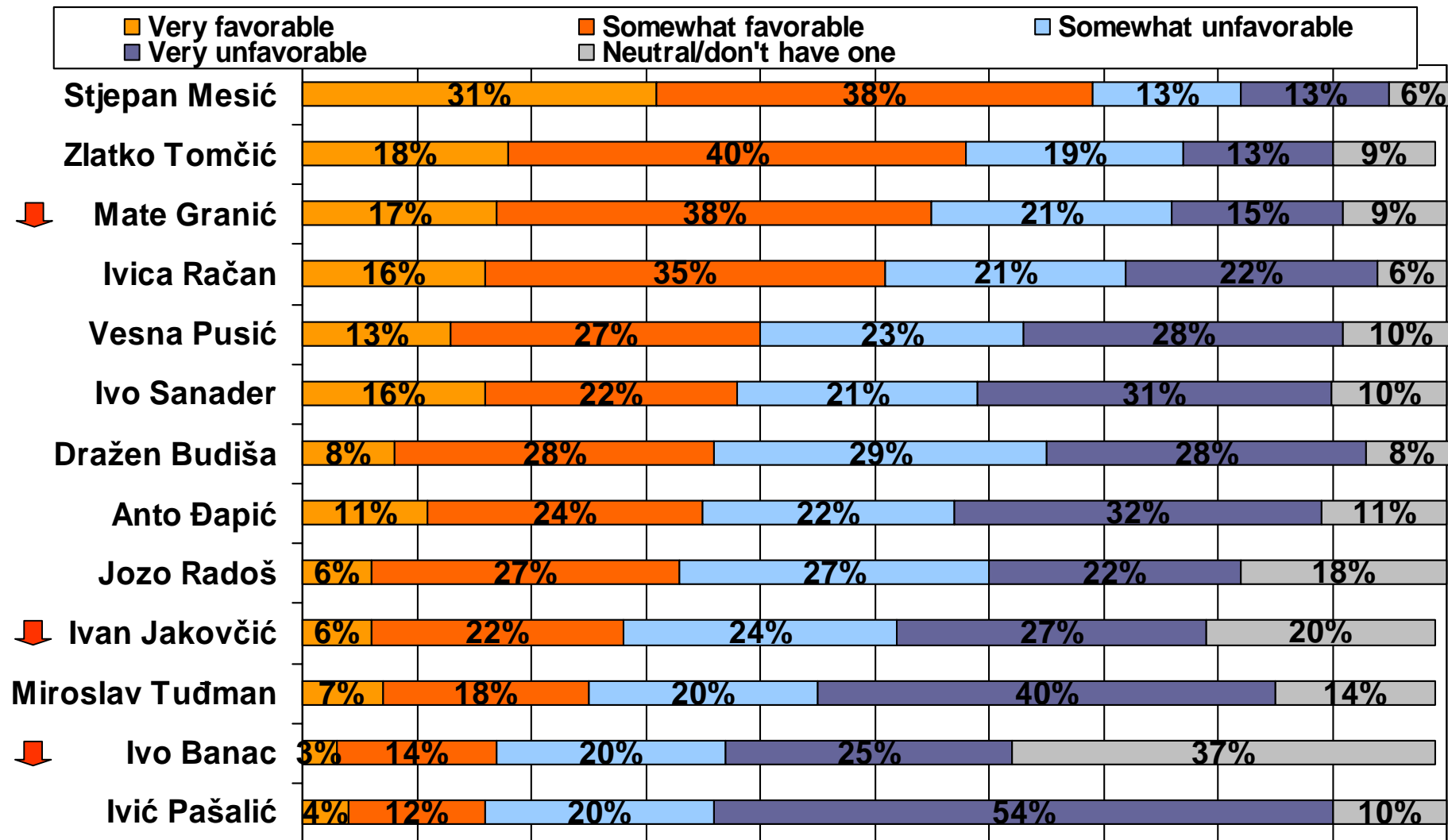
Very positive Somewhat positive Somewhat negative Very negative Neutral/don't have one



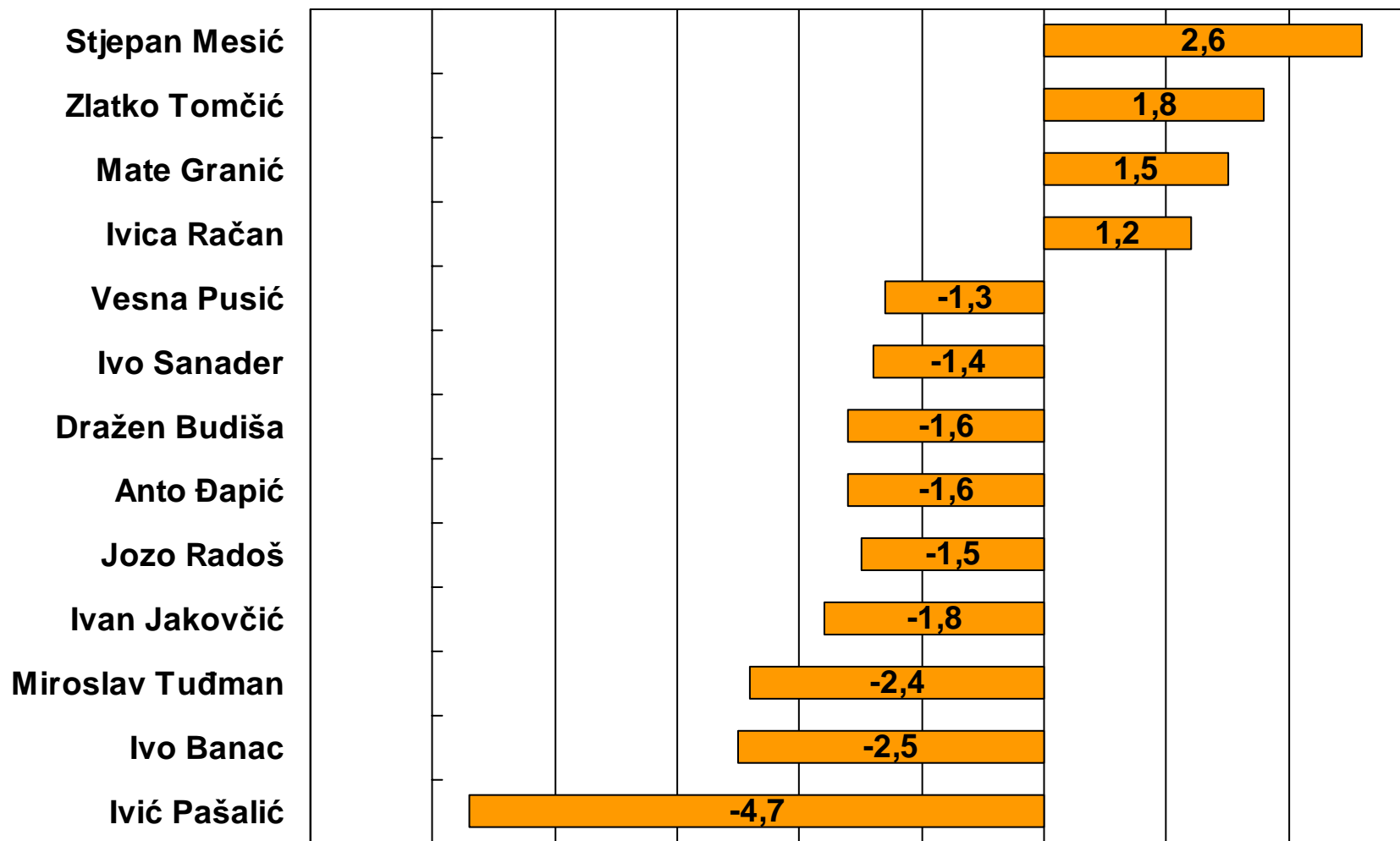
Positive – Negative Impression Ratio



What is Your Impression of Each of the Following Politicians?

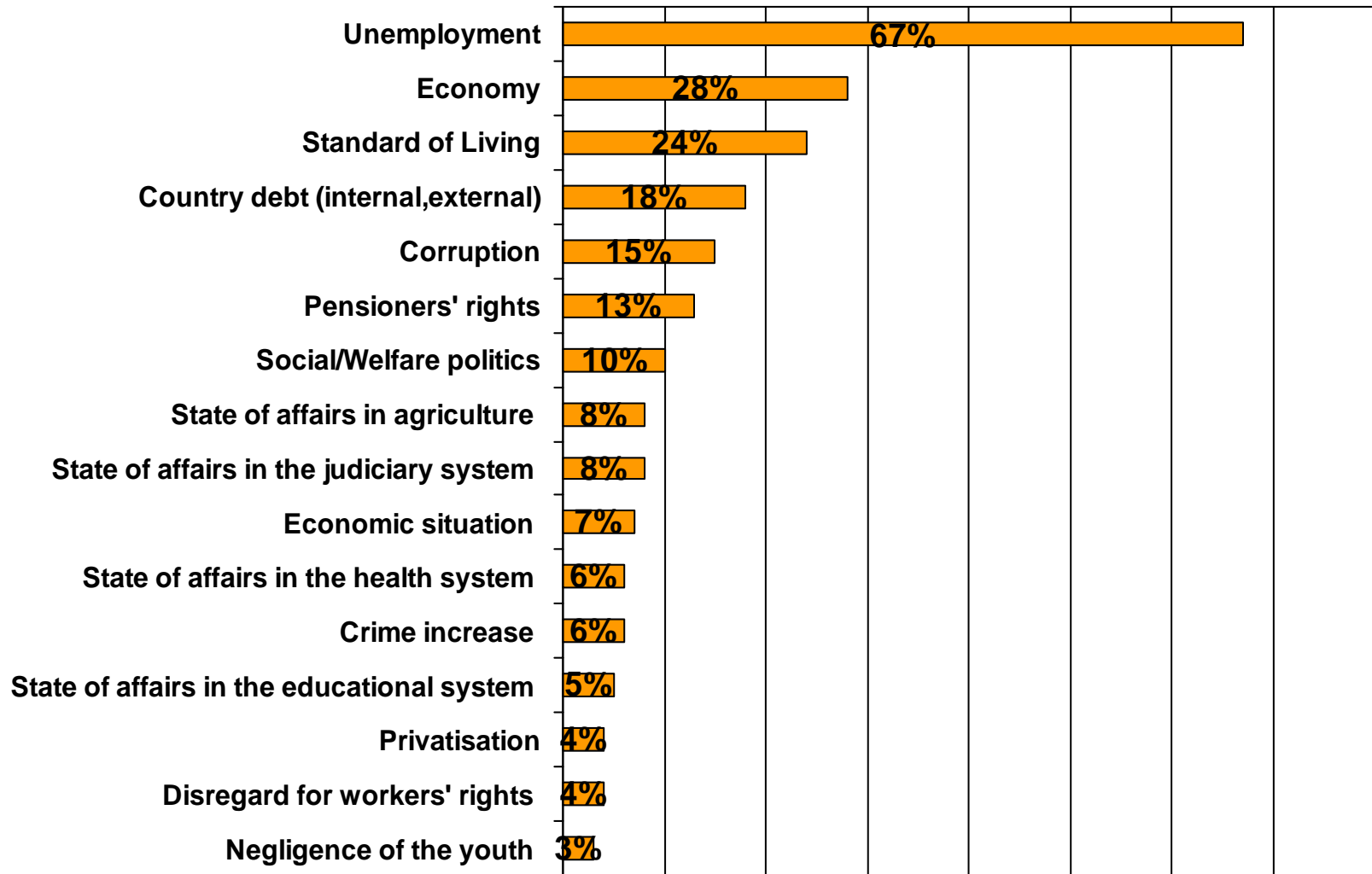


Positive-Negative Impression Ratio



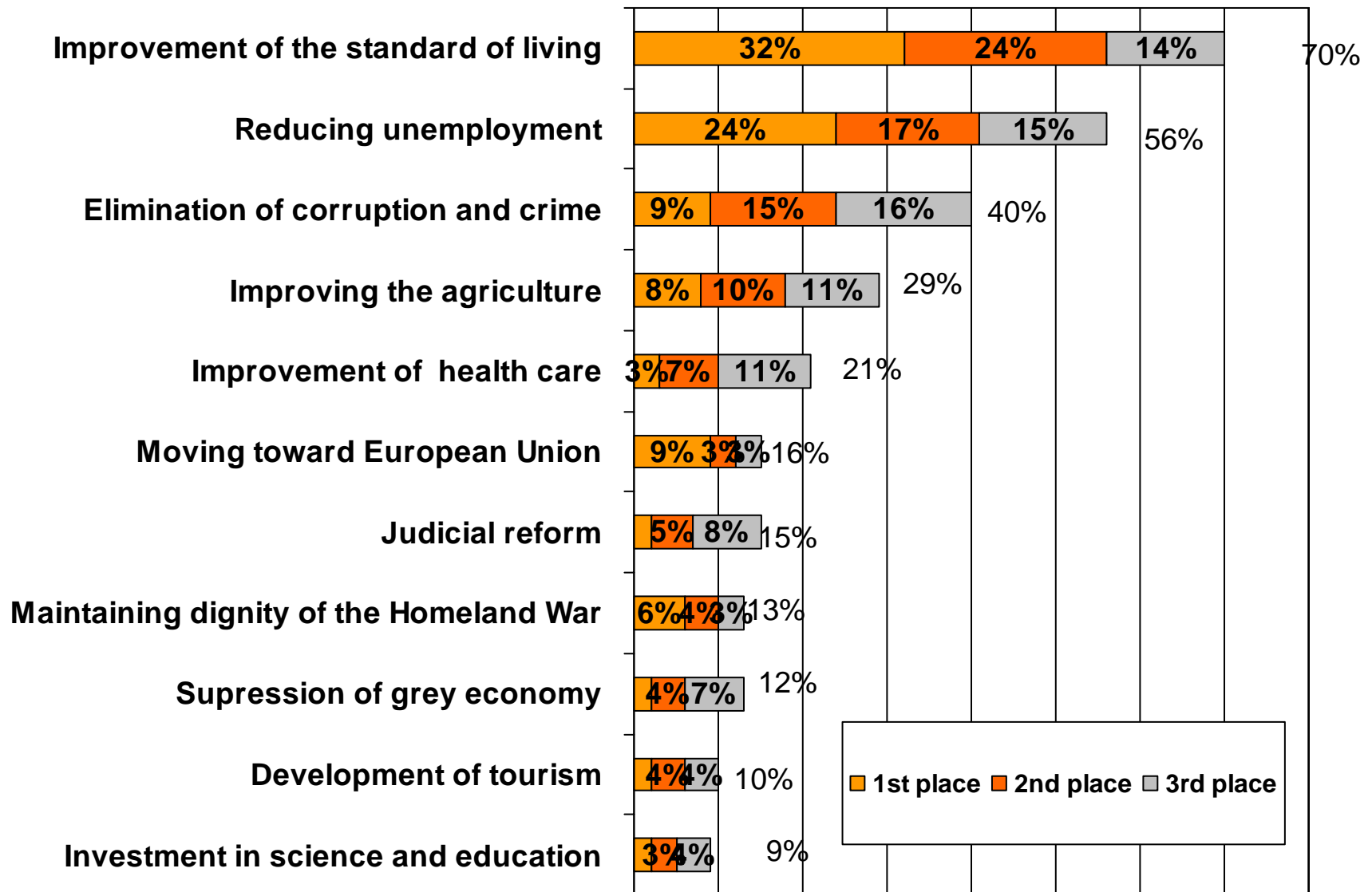
Biggest Problems Croatia is Facing

Open question – three biggest problems

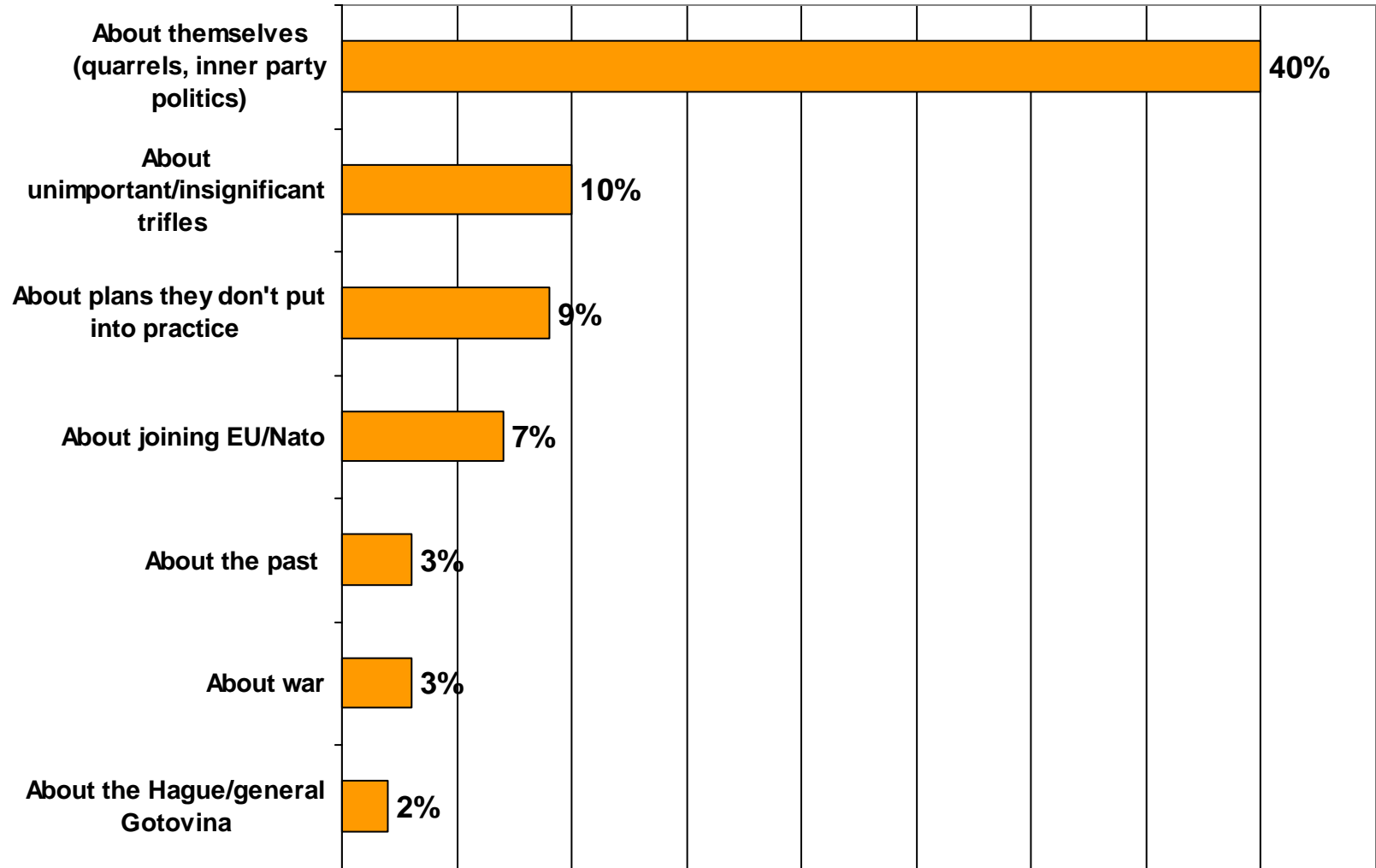


Issues That the Next Government Should Take Care of

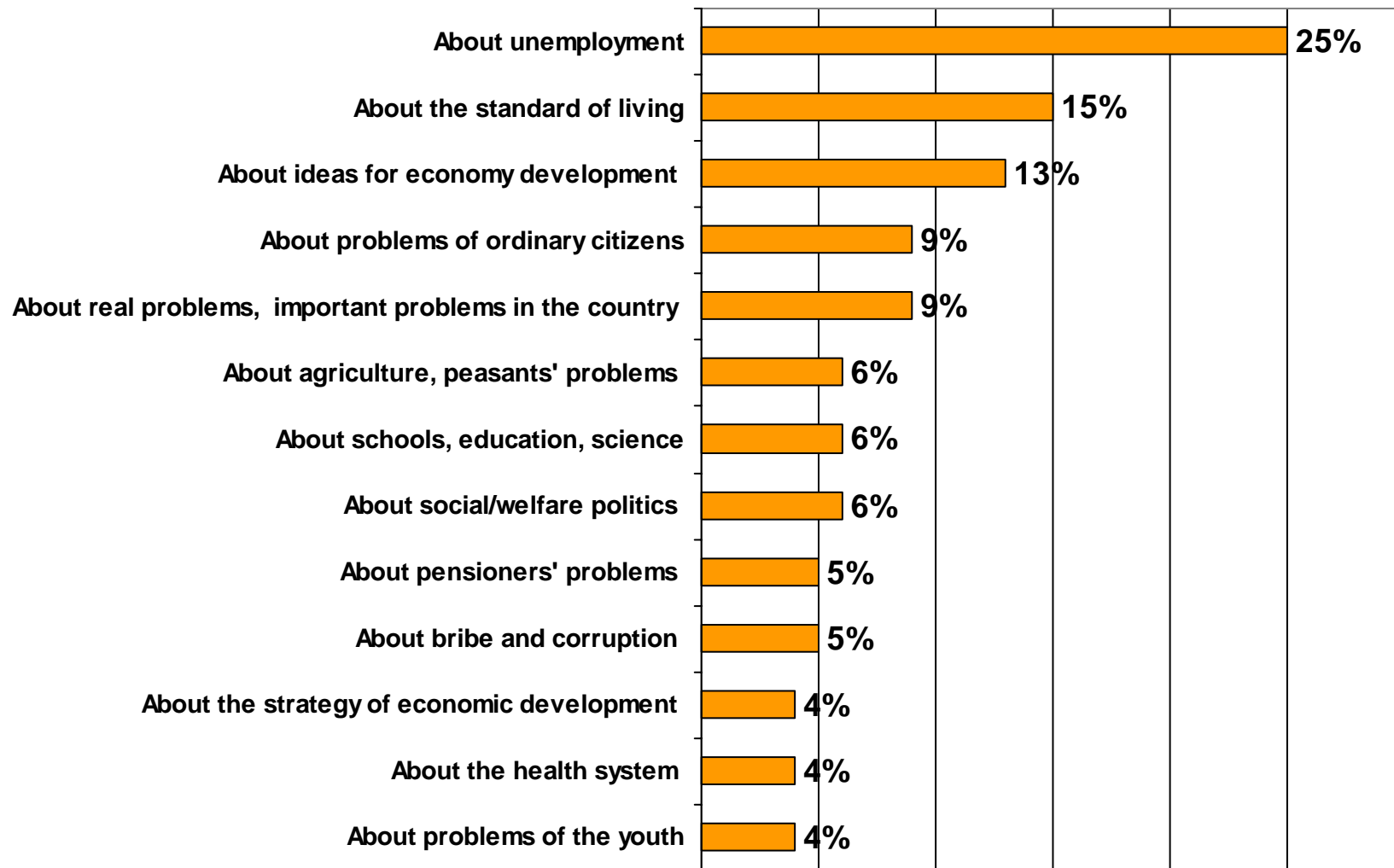
Ranking by importance



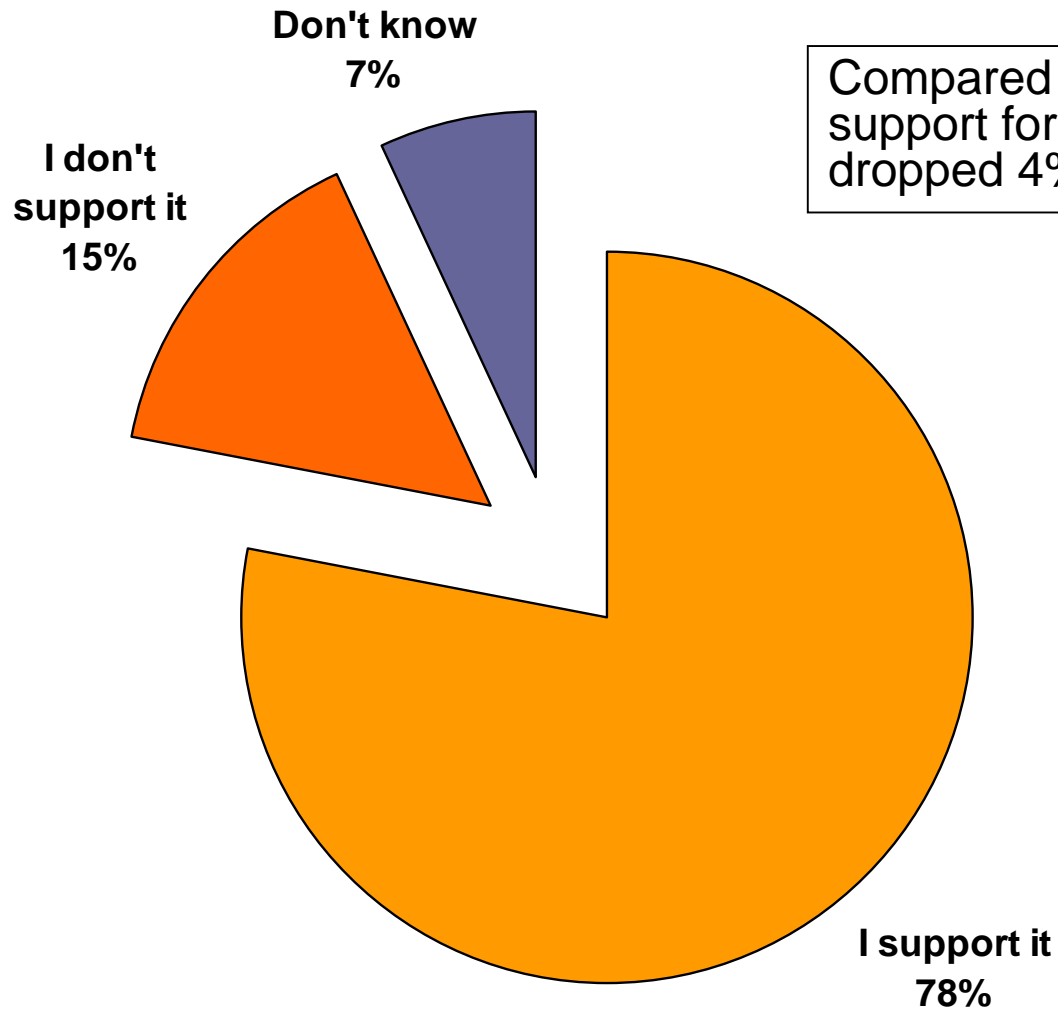
What Topics do Politicians Talk too Much About?



What Topics do Politicians Talk Too Little About?

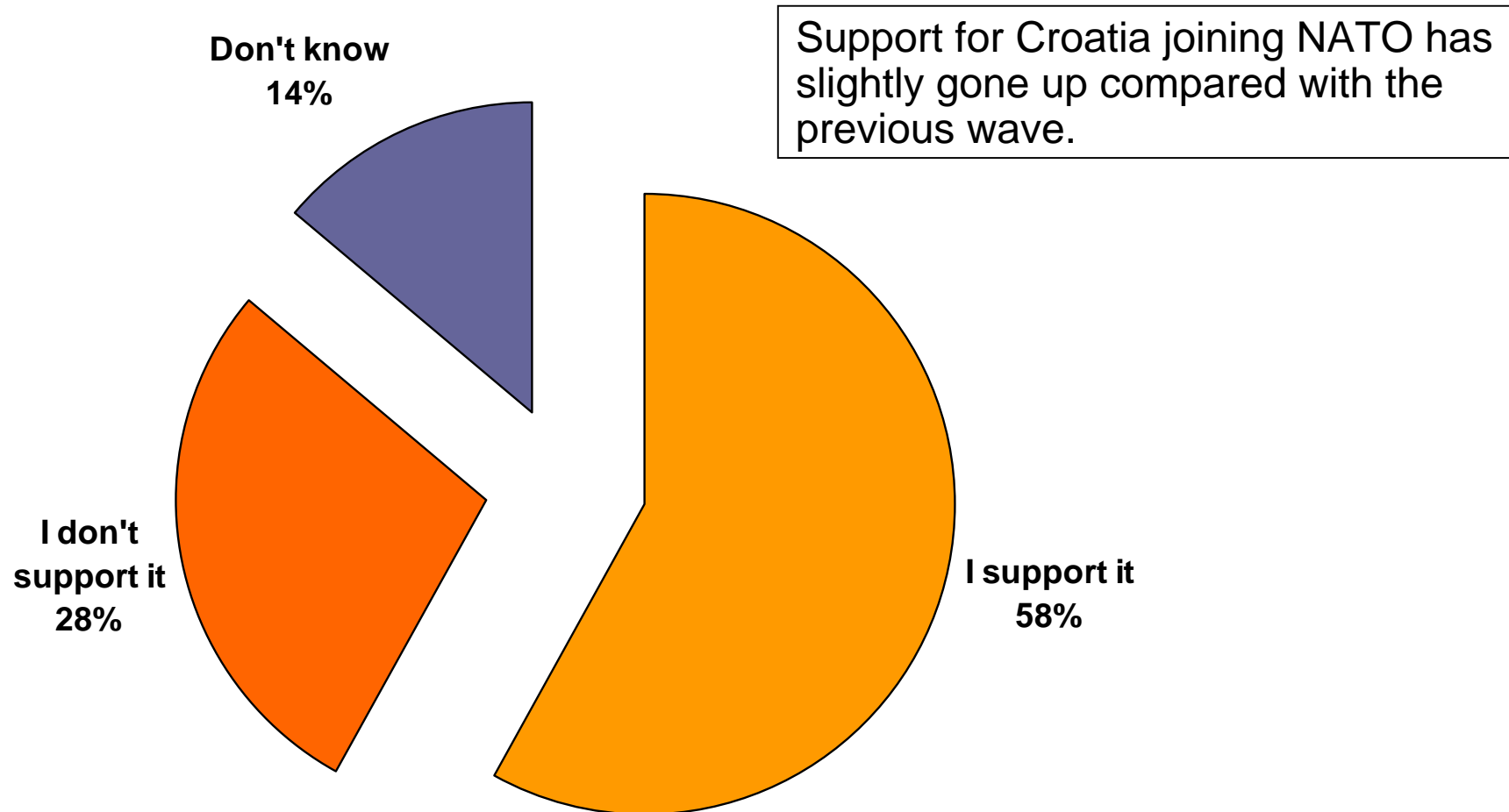


Desirability of Joining the EU



Compared with the previous wave, support for joining the EU has dropped 4%

Desirability of Joining the NATO



Ideae Via Facti
marketing & public opinion research